Vogue

INCORPORATING VANITY FAIR

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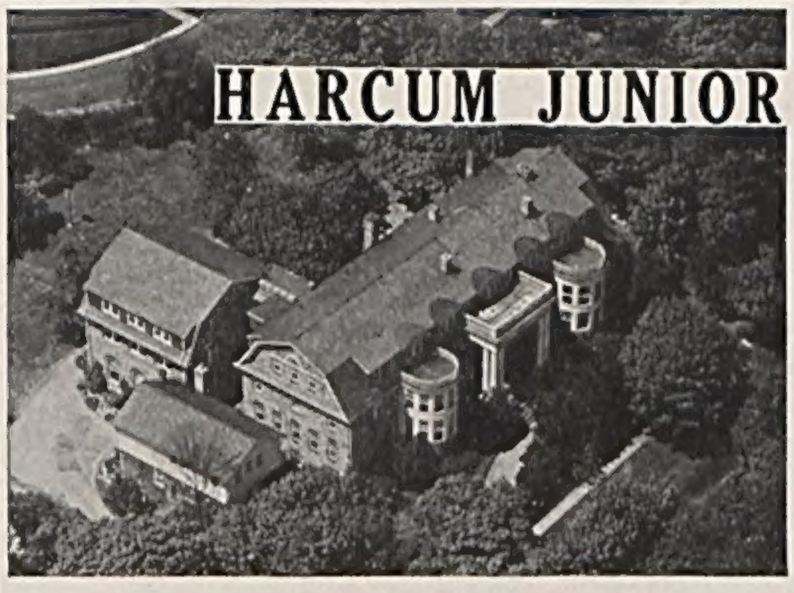

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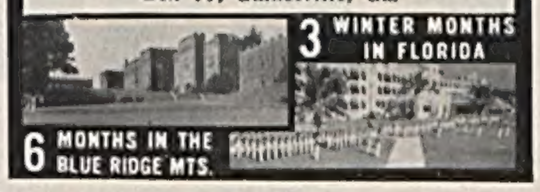

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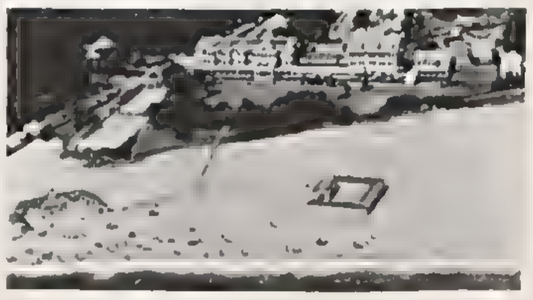

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July 27th-28th—Annual Mid-Summer Tournament.

August 3rd-4th—Blind Low Net twosome for both men and women.

August 8th-9th—Juniors' Tournament.

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American Woman's Club, 353 West 57th St. Ideal for smart women coming to New York. All rooms with private bath; single from $3; double from $5.

NEW YORK

NEW YORK CITY

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12.50 up. Daily $2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3. single; $5. double. Continental breakfast included. Bklt. "VM".

The Beekman, Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

Beekman Tower—49th St. Overlooking East River. Smart East Side. 400 outside rooms. Short walk to shops, theatres, business. $2.50 Daily. Booklet "V".

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

The Biltmore, Madison Avenue at 43rd St. All that is best in atmosphere, appointments, cuisine, service. Single $5. up; Double $7. up, with Twin Beds $8. up.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

George Washington, 23rd St. & Lexington Ave. All rooms with bath, from $2.50 single, $4.00 double. Write for Booklet VO and Supervue Map of New York.

The Grosvenor. On Fifth Ave. at 10th St. Quiet, Smart, Convenient, Conservative. 300 large rooms with bath; Single from $3.50. Twin beds from $5.00

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries. Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

NEW YORK CITY

The Waldorf-Astoria

Dollar for dollar . . . item for item . . . service for service . . . the Waldorf invites any competitive comparison you care to make! The Waldorf is now the most extensively air-conditioned hotel in the world. Park Avenue, 49th to 50th Streets, N. Y.

NEW YORK

WATKINS GLEN

Glen Springs Hotel. A Famous Spa in America Natural Nauheim Baths. Selected clientele. N. Y. Office, 500 Fifth Ave., Room 1106. Phone PEnn 6-9557.

Coming to the World's Fair again this year? Any of the New York City hotels listed on these pages will be glad to offer you excellent accommodations.

NORTH CAROLINA

ASHEVILLE

Battery Park. Five excellent golf courses. Many scenic places to visit. Entrance Great Smoky National Park. A Knott Hotel. Request folder "D".

PENNSYLVANIA

EAGLES MERE

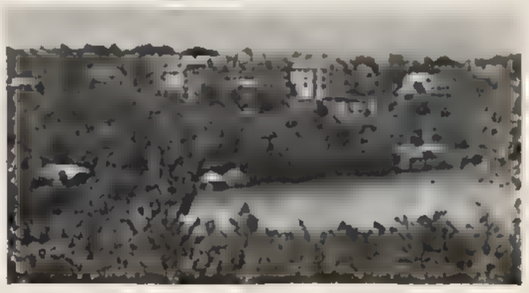
Crestmont Inn, superbly situated on Lake of Eagles (2200 ft. alt.). Golf, tennis, water sports. Distinguished clientele. Folder AH. William Woods, Prop.

EAGLES MERE

The Forest Inn

Situated in a beautiful park surrounded by cottages, and the summer theatre 2200 feet up in the Allegheny Mts. Swimming, golf, tennis, riding, sailing & other sports. Interesting program of entertainment. Excellent food. Selected clientele. Good roads, train & plane service. Moderate rates. Write for vacation booklet. Make reservations now. Henry E. Kirk, Managing Director.

EAGLES MERE



The Lakeside

Beautifully located overlooking Lake of the Eagles. Cool woodland paths & bridle trails. Golf, swimming, sailing, tennis and other sports. Ideal spot for a summer vacation. Delicious food. Elevator service. Most rooms with baths. Selected clientele. Excellent roads. Train & plane service. Moderate rates. Write for Bklt. Make reservations now. Henry E. Kirk, Jr., Managing Dir.

PHILADELPHIA

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Rates begin at $3.85. Claude H. Bennett, General Manager.

The Warwick. Famous Lamaze Cuisine. Centrally located. From $4.50 single, $7. double. George Lamaze, Exec. Vice Pres., S. S. Jerwan, Manager.

POCONO MOUNTAINS—BUCK HILL FALLS

The Inn. 4,000-acre estate, utmost in sports, delightfully informal atmosphere. Selected Clientele. New York Office, 630 Fifth Ave., Circle 5-5620.

RHODE ISLAND

WATCH HILL

Ocean House. Private Beach—Golf—Riding—Tennis—Boating—Fishing. Excellent Cuisine. Clientele Restricted. Amer. Plan. N. Y. Office: MOhawk 4-1434.

VERMONT

AVERILL LAKES

Quimby's Cold Spring Club. Distinctive country seat for family vacationing. Salmon & trout—lakes and streams. Excellent stable, competent instruction.

DORSET

Dorset Inn. The Charm of 1796, the Comforts of Today. Golf—Tennis at the door. Swimming—Trails. "A Treadway Inn." F. O. Whittemore, Owner-Manager.

GREEN MOUNTAINS

Official illustrated vacation book, "Unspoiled Vermont", free; also describes other State publications. Publicity Service, 42 State House, Montpelier, Vt.

LAKE CHAMPLAIN—BASIN HARBOR

Basin Harbor Hotels, with attractive cottages. Am. Plan. Golf. Tennis. Riding. Sailing. Fishing. June 1 to Oct. Booklets. Restricted. A. P. Beach, Owner.

LAKE MOREY—FAIRLEE

Bonnie Oaks Inn and Bungalows. All sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. & Mrs. E. H. Page.

Lake Morey Inn and Bungalows. 100 rooms, 75 with private bath. 18-hole golf course, special rates to Inn guests. All other sports. Booklet. W. T. Lyle.

MOUNT MANSFIELD—STOWE

The Lodge at Smugglers' Notch. 1,350' elevation. Saddle horses; tennis; swimming; four day pack trips on horseback; golf nearby. Restricted. Illus. folder.

VERMONT

SOUTH WOODSTOCK

Kedron Tavern. For riding & golf. Accommodates 40, select clientele. Saddle horses, instruction, superb country. 18 holes golf. May-Oct. Literature. R. C. Isham.

WOODSTOCK

Woodstock Inn. In the beautiful Green Mountains. 18-hole Golf. Tennis. Riding. Enjoy complete relaxation. Moderate tariff. C. Townsend Scanlan, Mgr.

VIRGINIA

VIRGINIA BEACH

Cavalier Hotel and Country Club. Open all year. 2 golf courses, tennis, riding, fishing, heated indoor pool. Roland Eaton, Mg. Dir. Write for Booklet W.

Dundee Inn. On the Ocean—Steamer Chairs. Charming Colonial Atmosphere. Superb meals. Spring-Air Mattresses. All sports. Write for Illus. Brochure.

WILLIAMSBURG

Williamsburg Inn & Lodge

Two fine new hotels, in harmony with the enchanting atmosphere of restored Colonial Williamsburg. Distinguished cooking. New outdoor swimming pool. Golf. At Inn, every room has bath, many are air-conditioned. Rates from $5. Rooms at Lodge: with bath from $3, without bath from $2. John D. Green, Mgr. For full information inquire: N. Y. Office, 630 5th Ave., CIrcle 6-8896.

CANADA

QUEBEC—STE. MARGUERITE DU LAC MASSON

Domaine D'Esterel. Enjoy a glorious vacation sky high in the Laurentians. Every summer sport and pastime. Write for booklet to Miss L. Springer.

QUEBEC—STE. MARGUERITE STATION

Chalet Cochand. Distinguished Resort, rooms with bath; excellent swimming and all summer sports; just north of Montreal. Restricted. Write—bklt., phone 25.

QUEBEC—ST. SAUVEUR

Nymarks Lodge. 45 miles N. of Montreal. Laurentian Mts. Rt. 11. Modern log chalet. Swimming pool, tennis, dancing, fishing. Excellent cuisine. Restricted. Bklt.

Vacation Minded. Vacation planning is not a hit or miss proposition. Careful study of Vogue's Travelog is your answer to a perfect vacation.

SWITZERLAND

LAUSANNE

Lausanne-Palace-Beau-Site. Wonderful position overlkg. Lake & Alps. Excel. cuis. Grill, bar, dancing. All sports. Garage. Reasonable rates. L. Poltéra, Dir.

DUDE RANCHES

For you who like the sagebrush and the open spaces.

ARIZONA

COTTONWOOD

Spring Creek Ranch. Modern. Spend summer at our camp, White Mts., Grand Canyon, Painted Desert, Lion hunting, Trout fishing, riding, hounds, high, cool.

NEW MEXICO

LAS VEGAS

Rancho de Dias Alegres. In Rocky Mts. Cool summer climate. Elevation 7400 feet. Enjoy New Mexico this summer. Booklet. Frank J. Teague.

TEXAS

BANDERA

Mayan Guest Ranch, 48 mi. W. of San Antonio. Thrilling fun, luxurious comfort, excellent table, American plan. Write for folder. Wm. P. Taylor, Mgr.

WYOMING

ENCAMPMENT

A Bar A—Enjoy complete relaxation on our 40,000 acre cow outfit. All outdoor sports and indoor comforts. Restricted group. 19th Season.

PITCHFORK

Homestead Ranch, 66 miles s.w. Cody. Big game, sheep and cattle country. Riding, pack trips, unfished trout streams. Rates include everything. Write today.

Why not make this the year to try that Dude Ranch vacation? The family would appreciate the open spaces and the colorful cowboys.

NEW YORK CITY

RESTAURANTS—DINING

CHAMPS-ÉLYSÉES
Le Restaurant Par Excellence. Cuisine Française. Peerless Hors D'Oeuvres and Chicken Champs-Élysées. Luncheon and dinner. 25 East 40th St. MU 4-8833.

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1 and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon $1—Dinner from $1.50 in the Main Dining Room. Dollar London-Buffet-Dinner before theatre in the Bar.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.25.

KENTUCKY SERVES A MEAL
Featuring Kentucky Mint Juleps.
Luncheon from 75c—Dinner from $1.00 to $1.50
Elizabeth D. Reynolds, Inc., 15 East 48th St.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

JANET OF FRANCE, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner $1 up; lunch 65c. Janet entertains at 7:30. Visit our bar. Closed Sun. Open Air Garden. CO 5-8717.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner.
Entertainment during supper.

4 W. 49th SUSAN PALMER 11 A.M. to 11 P.M. No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from $1.00. Try the famous oyster bar.

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

CAFE ST. DENIS—11 East 53rd Street. EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte. Comfortably air-conditioned.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte. Delightfully air-conditioned.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from $1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from $1.00. Cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50. Air-conditioned.

CAFE LOUIS XIV. 15 West 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix-Fixe Luncheon $1.50, Pre-Theatre Dinner $2.00, also à la carte. 5 minutes from theatre district. Comfortably air-conditioned.

GOING ON A TRIP? Be sure that one of the things you take along is Vogue's Gourmet's Guide. It will direct you to the finest places to dine en route. Keep it with your road map!

Hampshire House

SUMMER DINING ROOM
and Cocktail Terrace
overlooking the park

AIR-CONDITIONED

Cold Buffet Luncheon
Candle Light Dinners

CENTRAL PARK SOUTH
New York

GOURMET'S GUIDE

selected restaurants in and out of town

Do you long for suggestions about new places to dine or lunch? Vogue gives you here a list of attractive restaurants for your choice.

We go to Long Island . . .

Blue Spruce Inn, Roslyn, has a blue spruce, a legend, and the charm of a Colonial house. The cooking is Viennese, and the goulashes are more than worth the forty-minute drive from town. There is also fine *Wiener Back-hendel.* Luncheon is from 75 cents, and dinner from $1.25. The polo bar is fun, and the *Mai Bowle,* a poem you won't forget.

Roslyn Mill Tea House, at Roslyn, has a screened-in dining-porch that looks out on the boats in the small harbour. Inside, the aroma of delicious cooking clings to the low rafters. There is a mill stream that helps to keep the tea-house cool. It couldn't be nicer for iced tea on a hot day. A delightful luncheon is from 65 cents, and dinner from $1.50.

Leo Gerard's, Route 25, at South Huntington, has three large, pleasant dining-rooms and a fine circular bar. Mr. Gerard's secret recipe for fresh devilled crab meat in ramekins is famous as far as a good word can fly in all directions. Luncheon begins at 85 cents, dinner at $1.

Round Hill, at South Huntington, is not a place to drop in for a hasty bite, but a place to linger for several hours over cuisine which equals anything you could find on a Continental tour. The seafood is an epicure's dream come true. The wines are the best vintages. The menu is à la carte, and priced appropriately for the food. Luncheon begins at about $1.50, and dinner at about $2.50.

The Maine Maid, at Jericho, specializes in Maine lobster, New England clam chowder and baked clams. Lunch is from 85 cents, and dinner from $1.10. Closed Mondays, except when Monday is a holiday.

Stockholm, at Syosset, has *smörgåsbord* from which, without looking over your shoulder, you can fill your plate to overflowing. However, we advise you to consider the rest of the menu, which is laden with fine food from roast turkey with lingon berries to Swedish pancakes. Lunch begins at $1. Dinner at $1.50.

Edmund Mori's, Manhasset, is in the capable hands of the son of the Mrs. Mori whose Greenwich Village restaurant brings memory of top-flight cuisine. Her son carries on the tradition, and you will pat yourself on the back when you discover the big, enclosed porch, the view of the Sound, the excellent bar, and a menu that leaves nothing to be desired. Lunch begins at 85 cents, and dinner at $1.25.

Villa Victor, at Jericho Turnpike, is in appearance a most hospitable country house, and the interior is comfortably and charmingly rustic. The *spécialité* of the house is Chicken au Casserole, and we loved it. There is a bar where a friendly parrot makes not too caustic remarks, and a friendlier bartender mixes swell drinks. Lunch begins at $1, dinner at $1.75.

Lakeville Manor Inn, Great Neck, is run by Herman Becker, who was once a chef for Henri Charpentier, and that means a great deal to gourmets round the world. The Inn is a lovely old Colonial mansion with an open porch, where you can lunch or dine. There is a large bar well stocked with imported wines. Duck Bigarrade is the *spécialité* of the house. Although the menu is à la carte, luncheon begins at $1.25; and dinner begins at $1.50.

Beau Séjour, at Bethpage, is one of the best-known inns on Long Island. The little castle with the colourful garden around it is a landmark for gourmets. The kitchen is French, and you will want to try their sorrel soup and, later, the game, for which they are so well known, served with wild rice. Everything here is à la carte and cooked to order—luncheon check might be as low as $1.

Rothmann's, at East Norwich, smacks of an English countryside inn with the full-bodied, full-flavoured foods that English inns are known for. It is apt to be crowded on fine days, but it will be well worth your while to wait for a table for luncheon or dinner. The menu is à la carte, but you will find luncheon sums up to about $1, and dinner to $1.50 or up, as your appetite dictates.

Canoe Place, at Hampton Bays, and **Seven Ponds Inn,** at Water Mill, are so well known for food and fun that we only bring them to your attention so that you will know that we know, too, how delightful they are. The long, white, rambling house with its small cottages, which is Canoe Place, brings seafood to an epicurean height. Luncheon is from $1. Dinner from $1.50. And you must kiss Hercules across the way...if it's married this year you want to be.

Seven Ponds Inn continues to be gay, informal, and crowded with youth and beauty. For luncheon and dinner and after parties, there could not be a pleasanter place. Luncheon begins at $1, and dinner at $1.50.

RESTAURANTS—DINING

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning — MUrray Hill 2-9223

WHAT RESTAURANTS ARE OPEN in the summertime? The Gourmet's Guide will direct you to them. And you can be sure that those listed here are just the kind you want to know about.

RESTAURANTS—DANCING

LARUE—45 East 58th Street, VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Air cooled for summer. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing till 4 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park S. Dinner and supper dancing in the Sky Gardens. Home of Rumpelmayer's and Café de la Paix, America's first Sidewalk Café, 'Round the World Bar.

THE WHIRLING TOP—3 E. 52 St. Rendezvous for Connoisseurs of excellent cuisine, wine & liquor. Luncheon 65c-$1; Cocktails from 25c till 6 P.M.; Dinner $1.50-$3.50; Entertainment. EL 5-8051.

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Maximillian Bergere & Orch., Panchito & his Rhumba.

VOGUE'S GOURMET'S GUIDE will point the way to recognizedly fine restaurants. Keep a copy of it handy—and don't forget to refer to it when you want to try a new place to dine.

OUT-O'-DOORS

PAVILLON MARGUERY—Now Open. Entrances on 270 Park Ave. and 47th St. & Vanderbilt Ave. Coolest Garden in Town for Lunch. Cocktail Hour and Dinner. Open Sunday. Phone: WI 2-8494 & 2-8418.

PROMENADE CAFE, Lower Plaza, 49-50th Sts., Rockefeller Center. Superb food in a garden setting. Shade trees—gay umbrellas. Luncheon prix fixe $1.25. Prix fixe dinner from $1.50. Music.

LOUNGE BAR

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way. Luncheon, cocktail hour, dinner, supper. Superb cocktails from 25c.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Air-cooled. Continuous Dancing. "Should be visited at least once in every lifetime."

OUT-OF-TOWN

CALIFORNIA

VISIT DINAH'S SHACK
On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

CONNECTICUT

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. March into November.

OUTPOST INN—Route 35, just North of Ridgefield, Conn. Superb French cuisine and irreproachable cellar of rare wines, liquors. A lovely place to spend a week-end, or longer. Telephone Ridgefield 882.

SO HIGH, Easton. Rt. 59—3½ miles west Merritt Pky. Easton exit. Food that has individuality. Specializing in lobsters, steaks and southern fried chicken. Scenic beauty. Terrace dining. Bridgeport 4-6456.

WHITE TURKEY INN. Route 7—4 miles North of Danbury, Conn., famous for fine food. Dinners, cocktails. In New York City it's the White Turkey Town House, One University Place, on historic Washington Square. Open Sundays at noon.

THE SPINNING WHEEL, Telephone Redding 67. Open All Year. On Route 58, Fairfield-Danbury Road, 9 miles north of Merritt Parkway. From New York take second Danbury exit.

THE GENERAL PUTNAM INN—Norwalk. On the old village green. Outdoor dining. Organ music. Gracious hospitality amid beautiful surroundings. Dinners from a dollar.

TIMBER TRAILS INN—Sherman, R. 37, 12 mi. north Brewster. Charming country inn. 1400 acre preserve. After dining here, you'll want to return for a longer stay. Riding stables. Polo every Sunday.

DO YOU PRIDE YOURSELF on being a connoisseur of food? Use Vogue's Gourmet's Guide as your directory. It will be indispensable in helping you to find restaurants that serve the kind of food you want.

CONNECTICUT

COBB'S MILL INN—Weston (Westport). Bar by a waterfall. Dining room over lake. Charming guest rooms. Dancing Wed. and Sat. nights. 4 miles from Merritt P'kway on Route 57. Westport 4330.

KENT HOUSE—Greenwich. Overlooking Long Island Sound. Private beach. Boating. Attractive cocktail lounge. Excellent cuisine. Famous Sunday night Buffet, followed by movies. Greenwich 500.

OLD HUNDRED—Southbury
A dining place of unusual merit. Open 12 M. to 8 P.M. On Routes 6, 67, 202. Old Hundred Recipe Book on sale.

ILLINOIS

A BIT OF SWEDEN—Chicago
1015 Rush Street. Del. 1492. The distinctive Swedish restaurant. "Smörgåsbord." Lunch and dinner. Wines & Liquors of finest quality.

MASSACHUSETTS

THE ANCHORAGE, Yarmouthport. Rt. 6. Typical Cape Cod house in old-fashioned garden. Luncheon, tea, dinner served on porch or before open fires. Specialty Austin's hot rolls. Tel. Barnstable 298.

COUNTRY FARE, Hingham
Good eating—noon to nine. Featuring fare of the country. Twenty miles from Boston on Route 3 to Plymouth and Cape Cod. Extraordinary!

THE BLACK HORSE INN—Hingham, Rt. 128 or 3A. On the way from Boston to Plymouth and Cape Cod. Colonial New England at its best. Outstanding food and service. Charming gardens. Hingham 1161.

THE WHALE INN, GOSHEN. On cross state route #9, 12 miles from Smith College. Open year 'round. An inn with early American charm, famous for its fine food & service. Williamsburg 246.

NEW JERSEY

HANS CHRISTIAN ANDERSEN, Paramus. 15 min. from Geo. Washington Bridge. Route 4. Luncheon, cocktails, tea, dinner. Charming screened-in outdoor garden. Closed Mondays except holidays.

OLD MILL INN—Route 32 between Morristown and Bernardsville. Picturesque old inn amid historic surroundings. Delicious food. Fine wines and liquors. Outstanding country restaurant. Air conditioned.

VOGUE'S GOURMET'S GUIDE will point the way to recognizedly fine restaurants. Keep a copy of it handy—and don't forget to refer to it when you want to try a new place to dine.

NEW YORK—LONG ISLAND

ROUND HILL RESTAURANT. Séjour des Gourmets, So. Huntington. Cuisine Française. Dining by fireplace. Wines & Liquors. Open all year. 34 mi. from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

ROSLYN MILL TEA HOUSE. In Roslyn on route 25A. Old Grist Mill built in 1701, replete with Colonial charm. Luncheon, tea or dinner on terrace overlooking harbour. Famous for Popover Teas.

BEAU SEJOUR, Bethpage. Off route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

NEW YORK STATE

CRAGSMOOR INN, 27 miles west of Newburgh off route 52. Famous through the years for the excellence of its meals. Homemade breads and pastry. Fresh vegetables. Choice meats. Fine wines. Dinner $1.50.

"Our name in Vogue's Gourmet's Guide is our most profitable advertisement".

Letter after letter* from restaurants everywhere repeat this same success story. Would you like your name listed here? Advertising rates are scaled to meet your budget.

Vogue's Gourmet's Guide
420 Lexington Ave., N. Y. C.
*Write us for some of these letters.

BOOKLETS
for the asking

To simplify your shopping and learn more about many products advertised in Vogue, write to the addresses listed below for these booklets. All are free unless otherwise indicated.

BEAUTY

YOUR LOVELY SKIN
is Dorothy Gray's valuable booklet, outlining the correct treatments for every type and condition of skin. Dorothy Gray, Dept. V, 683 Fifth Avenue, New York, New York.

THE AFFAIRS OF BEAUTY
outlines the Frances Denney beauty treatments for all skin types. For this extremely helpful and attractive booklet, full of valuable tips for your beauty régime, write Frances Denney, Department V, Philadelphia, Penna.

GERMAINE MONTEIL
has a beautiful new booklet called "Beauty is not a gift, it is a habit." All of her products, including sun preparations, are fully described. Germaine Monteil, Dept. V, 36 West 47 Street, New York City.

WOODBURY FACIAL COCKTAIL
is a new booklet telling you how to use Woodbury soap and creams to give your face a quick pick-up. John H. Woodbury, Inc., Dept. V, Cincinnati, Ohio.

BEAUTY SECRETS FROM BOND STREET
is Yardley's booklet that gives special notes on caring for your skin, as well as descriptions of the refreshing preparations from this famous British line. Yardley, Dept. V, 620 Fifth Avenue, New York, New York.

HATTIE CARNEGIE COSMETICS
come in beautiful white Lenox china jars and bottles. These fine new preparations are shown in a booklet that gives a daily routine for skin care, and tips on sun-tanning. Hattie Carnegie, Dept. V, 42 East 49 Street, New York, New York.

BEAUTIFUL HANDS
outlines the authentic Peggy Sage manicure method that you may follow at home. Peggy Sage, Inc., Dept. V, 50 East 57 Street, New York, New York.

HERE DWELLS YOUTH
gives you a complete description of the Primrose House basic preparations and treatments for special skin faults. Primrose House, Department V, 595 Fifth Avenue, New York, New York.

ANY WOMAN CAN LOOK LOVELIER
gives Barbara Gould's simplified treatments for making your skin lovelier and for applying make-up correctly. Barbara Gould, Dept. V, 35 West 34 Street, New York City.

EARLY AMERICAN TOILETRIES
by Shulton are scented with "Old Spice" and attractively packaged in wood veneer boxes. Shulton, Inc., Dept. V, 630 Fifth Avenue, New York, New York.

WONDERSTOEN
is the subject of an interesting booklet. This dry-method hair eraser is easy, quick and efficient. Bellin's Wonderstoen Company, Dept. V, 1140 Broadway, New York City.

WINGS TO BEAUTY
is an enchanting booklet that describes and illustrates Jacqueline Cochran's beauty preparations, with special instructions on how to use them. Jacqueline Cochran, Dept. V, Roselle, New Jersey.

WARDROBE

RECIPES FOR FIGURE BEAUTY
is the new Le Gant booklet that illustrates foundations for all figure types. It will help you select the perfect foundations for your figure. Warner Brothers, Dept. V, 200 Madison Avenue, New York City.

FIRST IF BY LAND OR SEA
is a brand new booklet showing a variety of clothes for summer, all designed by Sacony. For your copy, write S. Augstein & Co., Department V, 1384 Broadway, New York, New York.

TRAVEL

GASPÉ PENINSULA IN QUÉBEC
is described in a colourful new booklet, lavishly illustrated with paintings and photographs. History, legends, and the scenic beauty of the Peninsula are described. Information on transportation and accommodations, and a convenient map are also included. Province of Québec Tourist Bureau, Dept. V, Parliament Bldgs. Québec, Canada.

COLORADO SPRINGS—THE BROADMOOR
This fine hotel, its accommodations and activities are pictured in an attractive new folder. The lovely country surrounding Colorado Springs is also shown. The Broadmoor, Department V, Colorado Springs, Colorado.

BRITISH COLUMBIA
A wealth of information is included in a series of booklets on this interesting Canadian province. One covers the picturesque highways, another hunting and fishing, another, Vancouver Island. For this interesting literature, write the British Columbia Government Travel Bureau, Department of Trade and Industry, Victoria, B. C., Canada.

THE ALGONQUIN
St. Andrews-by-the-Sea in New Brunswick, is a resort you should know! Its climate is admirable, and there are wonderful facilities for swimming, golf, sailing, tennis and fishing. The lounge and dining rooms at the Algonquin are pictured. Canadian Pacific, Dept. V, 342 Madison Avenue, New York, New York.

SARATOGA SPA
is an informative booklet about the therapies of this beautiful health resort. An analysis of the healing waters, prices for the various treatments, and a list of hotels and boarding houses are given. Saratoga Spa, Dept. 602, Saratoga Springs, New York.

THE ST. REGIS
The St. Regis agrees that there is no place like home, but that at times un-homelike features are welcome. Many of these luxurious changes are described in an attractive illustrated booklet but many more can merely be described, for they are the behind-the-scenes activity of this fine hotel that anticipates your wishes and fills your needs. The St. Régis, Dept. V, Fifth Avenue at Fifty-Fifth Street, New York City.

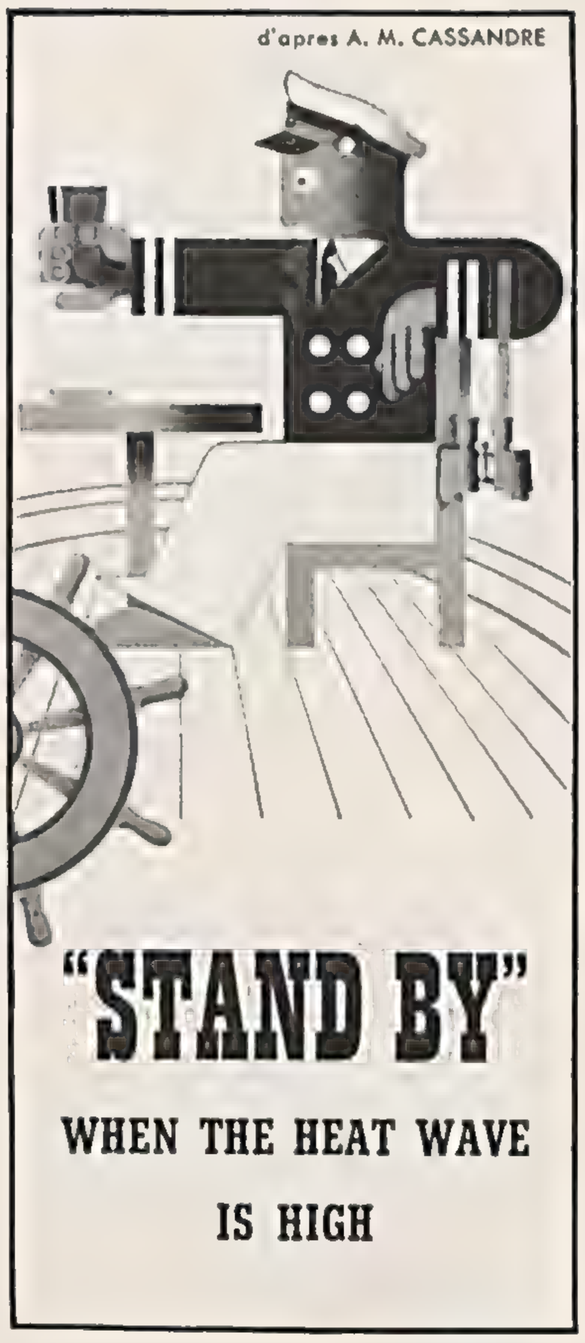
HOUSEHOLD

BATES BEDSPREADS
are designed for all periods of decoration. No matter what style you have selected (Early American, 18th Century, Victorian, Modern) this booklet will show several bedspreads for your room. Bates Fabrics, Inc., Dept. V, 80 Worth Street, New York City.

JUDGING QUALITY IN BATH TOWELS
tells you how to detect loosely woven under-texture—how to size up sleaziness at once through simple tests. It gives some surprising facts about colour and adds notes on the quality points of closely-woven Martex towels. Wellington Sears Company, Dept. V, 65 Worth Street, New York City.

RUM DRINKS
Recipes for more than eighty delicious rum drinks, including "Planter's Punch" are given in Myers's new Jamaica rum booklet. R. U. Delapenha & Co., Inc., Dept. V, 57 Laight Street, New York City.

SUMMER FURNITURE
Hammacher Schlemmer incorporates in its new booklet all the accessories to a delightful summer in your garden or on your terrace. Here you will see adjustable chairs designed for sheer comfort, beverage carts to make entertaining effortless and gracious, wrought iron tables and chairs for dining al fresco, and many other attractive garden settings. Hammacher Schlemmer, Dept. V, 145 East 57 Street, New York City.



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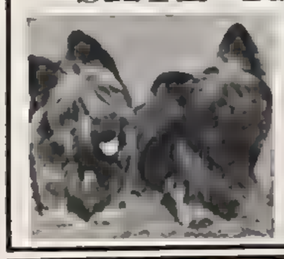

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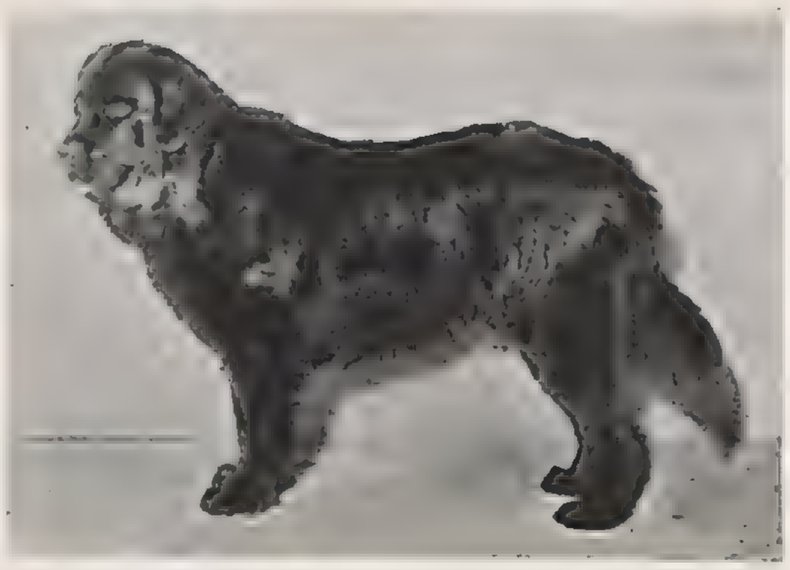

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The Life-Saving Newfoundland

THE Newfoundland dog is a remarkably sagacious animal. Its general character can best be described as magnanimous.

Life-saving is a natural instinct of the Newfoundland, an instinct easily and quickly brought out and developed with very little training. The Newfoundland loves water and can remain in it longer than any other dog. Its coat provides a natural resistance to water, and its webbed toes enhance its ability to swim for a long period of time and for great distances. Of course, every one who owns, or who may want to own, a Newfoundland may not be in the happy position to give him regular daily water exercise. However, it should be done when possible.

One can not imagine a finer or better companion than a Newfoundland. Courageous without being aggressive, a splendid guard, a faithful companion, the Newfoundland will rarely fight without provocation. Its good humour is apparent by its bored tolerance of strangers.

In appearance, the Newfoundland immediately suggests nobility, dignity, and symmetry. Black was always considered its original colour, but Sir Edwin Landseer's famous painting of a black-and-white Newfoundland dog, called "A Distinguished Member of the Humane Society," popularized the black-and-white species.

The Newfoundland's greatest point of beauty is its coat, which needs good care and plenty of brushing. Injudicious use of the comb will strip the undercoat, and this is needed for

Mrs. Beatrice Hopkins Godsol with her two champion Newfoundlands, Waseeka's Skipper and Coastwise Steamboat Bill, outstanding specimens of a wonderful breed

OF VOGUE

The appearance of the Newfoundland immediately suggests nobility, dignity, and symmetry. He is a safe companion for the smallest child. Owner, C. W. Brown

weather-resistance. The coat can be kept in good condition by the daily use of brushing, and the comb used to remove matting and knotting. The time for the comb is when the dog is shedding its winter coat, as it is necessary to get rid of the old coat as soon as possible to permit air to reach the skin and the new coat to develop.

Young puppies and growing youngsters under a year should be allowed plenty of natural exercise, but forced exercise is apt to cause "out at the shoulders" and weakening of the pasterns, which must in time help to support a ponderous but agile body.

The question of excessive cost of keeping a dog of this breed often arises, but, like raising a dog of any breed, the heavy cost of feeding a Newfoundland is when it is young and growing, between the ages of six weeks to twelve months. Correct feeding when young ensures a sound, healthy dog in later life.

In this country, where the Newfoundland is kept, not as an active worker, but as a companion, guard, and friend, we appreciate particularly the sterling traits of the true Newfoundland disposition. In this dog we have the great size and strength that make him an effective guard and watch-dog, combined with the gentleness that makes him a safe companion for the smallest child. He has been the child's traditional protector and playmate for generations. He is not easily hurt by small, tugging fingers, and he assumes, in a natural sort of way, the duties of nursemaid.

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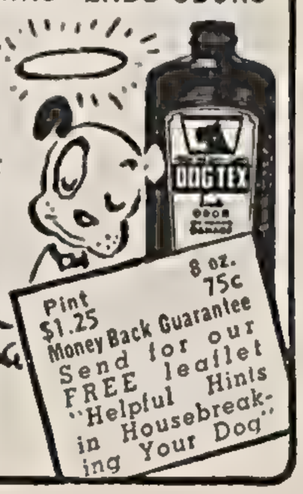

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If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City.

GOOD FOOTING. Have your feet, for some reason or other, decided to grow, leaving you with a totally useless shoe wardrobe? Or, if we peeked into the top shelf of your closet, would we find boxes of shoes which you wore exactly once, and promptly packed away, because they just didn't fit? We can tell you how to get those shoes back into circulation: let the Liverpool Shoe Rebuilding Company rebuild them. We saw shoes undergoing operations of the most major variety! We even saw the personality of the shoe being changed: they'll take the most comfortable sports pair you own, for instance, add a rubber sole and spikes, and presto chango!—you have golf shoes.

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SHOPPERS. Do you know what a shopping commission is, exactly? Here's what Edith V. Stovel, Inc., undertakes: yes, they do your shopping, at no extra charge. They'll buy anything, and send it anywhere. (They've shopped for people in Borneo, Persia, and points east and west.) But that's just the beginning. If you like to have an impartial judge who can honestly say "yes" and "no" to accompany you on your shopping tours—they do that. And if you shop at the stores with which the agency is connected, they arrange it so that, come the end of the month, you get (or your husband gets) only one bill for *all* purchases, no matter how many shops. Remember 366 Fifth Avenue.

TAILORING. We always have respect for a workmanlike tailoring job, and for a man who knows his craft as thoroughly as does Mr. DeSantis. He'll follow patterns, copy pictures, or, with the help of a designing daughter, plan an original costume. It'll fit you like a T, too. And (we think this is a point that's always nice to know) they'll come to your house for the fittings, if you can't go to 666 Lexington Avenue. (EL. 5-4568.)

INFORMATION: PLEATS. If you've ever tried to stitch a row of tucks one-quarter of an inch wide, one-quarter of an inch apart, you know what a whale of a job it is. And if you've ever tried to do a series of box-pleats, you know the higher mathematics involved in getting them to come out right. Well, the Economy Pleating Company, at 134 West Twenty-Ninth Street, can turn them out in half a jiffy, and the lines of their pleats and tucks are so parallel that they'll never possibly meet. They'll tuck anything from the pin-size on up, in the woolliest of woollens to the sheerest of sheers. And we know you know what a custom-made look such professional touches give!

BOOK *and services*

DELICIOUS VIANDS. If you get bored every time you look one of your own menus in the face, pay a visit to Mr. Dadone at the Vendôme, 415 Madison Avenue. We did, the other day, and Mr. Dadone took us on a nibbling and sniffing tour of his shop. We won't even attempt to list the fascinating foods and wines which we found there, but we believe Mr. Dadone when he says that people haven't even heard of about ninety per cent. of his stock. There is Winnipeg Gold Eye, a kind of smoked trout which he has flown from Canada; a cake soaked with fruit-juices and rum called Savarin *au rhum;* a tasty bread made of old-fashioned stone-ground meal. And here's a grand idea, if you need one, for a convalescent who's allowed to eat: they'll cook game and send it direct to the hospital!

We think Mr. Dadone should have a word: he's a Real Gourmet, ready to dispense his knowledge, if you ever want to know what wines to serve with what meats. And you should see him carve a Virginia ham, and then put it back together again so that you can't tell it was carved!

GOOD HABITS. For two generations, Mr. Nardi has been turning out such natty equestriennes that he's won four medals for his efforts. He's especially interested in ladies who hunt or show in appointment classes at horse shows, or hunter trials, and he follows their equine careers with almost fatherly interest. He knows the American Horse Show Association rulings backwards, and can tell you things like whether you ought to wear a top-hat or a derby. He'll make riding-clothes for every member of your family (all alike, if you want); he showed us a habit he'd made for an earnest four-year-old. And, of course, he stocks all the accessories: hats, shirts, gloves, etc.

Incidentally, Mr. Nardi makes sports clothes, too—and you can imagine how beautifully tailored his slacks are. *Re* price: his summer linen coats start at $25; twill jodhpurs at $15. 73 West Forty-Seventh Street is the address.

HATS-TO-ORDER. Problem: you have some material left over from a dress, and you want a hat to match. Where can you have it done? Another problem: you have a perfectly lovely hat from last year, which you refuse to part with, though it does need a remodelling job. Where can you have that done? Answer to both problems: Chez Chapeaux. They'll copy, design, remodel, and perform your every bidding, if you betake yourself to 218 Madison Avenue, at Thirty-Sixth Street.

PERSONAL SERVICE. Did you know that Sally Plunkett, the lady who does everything from balancing your bank-book to packing your trunk, also has a shop which she runs from this same personal-service angle? She wants it to be Really Different, and Really Different it is. It's the perfect place to go for a gift for the Woman Who Has Everything, or the Man Who Is Difficult to Buy For, because her selection is made with just such contingencies in mind. Her things are really unusual, but eminently practical, and run the gamut of prices.

You can just leave some of your cards at the shop, and when an occasion like a birthday or a wedding or a graduation comes along, call up and ask for a gift at (name your price), and she'll select it, wrap it appropriately, and send it. Just like that! Mrs. Plunkett, you may remember, holds forth at 640 Madison Avenue, which is at Sixtieth Street.

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TOO MUCH TIME IS SPENT looking for shops and services that will fulfill your own particular needs. Look them up in these columns. You'll find a helpful shortcut in time and effort. Tuck them handily in your purse.

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VOGUE'S ADDRESS BOOK is at your service to help you discover useful services around town. If you are looking for something which we have not listed, drop us a line and tell us about it. We will try to find what you want

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CASH'S WOVEN NAMES cost so little and insure your belongings against loss or misuse. Attach them with Cash's No-So Cement. Write Cash's, 20 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

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VOGUE'S ADDRESS BOOK points the way to unusual services around town. If we don't mention what you're on the look-out for, let us know about it, and we'll ferret it out for you. These columns are always at your service.

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All Blue River diamonds are mounted in Platinum rings with matching small diamonds. The weights are approximate, but always in excess, never less than listed in schedule.

SIZE	QUALITY					
CTS.	A	B	C	D	E	F
½	$175	$157	$160	$150	$128	$112
¾	$270	$230	$255	$222	$177	$150
1	$455	$420	$420	$385	$210	$175
1¼	$615	$518	$540	$485	$267	$225
1½	$770	$680	$658	$500	$360	$310
1¾	$955	$840	$840	$610	$415	$378
2	$1310	$1095	$1105	$850	$470	$425

A. Blue White—Absolutely perfect.
B. Blue White—Eye perfect.
C. Fine White—Absolutely perfect.
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E. Commercial—Absolutely perfect.
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Shop

Swan's Way: The way that this graceful silver swan holds up a row of books is revolutionary. He looks as though he were designed for beauty alone, but there is a most scientific idea behind him. This is the first book-end we've ever seen which supports books, not by weight, but by means of a tiny groove behind the wings into which one cover of the end book fits, so that it must remain upright. Thus a pair of them, weighing only a few ounces, can support a whole long row of heavy volumes. Or, one swan can support one book alone—a brand-new trick. These cost but $10 a pair at Black, Starr and Frost-Gorham, 594 Fifth Avenue. There's also a companion piece, a double-swan reading-rack, which adjusts itself, as if by magic, to any size of book, and lets you turn pages easily. This rack also works on the principle of the book being "in the groove."

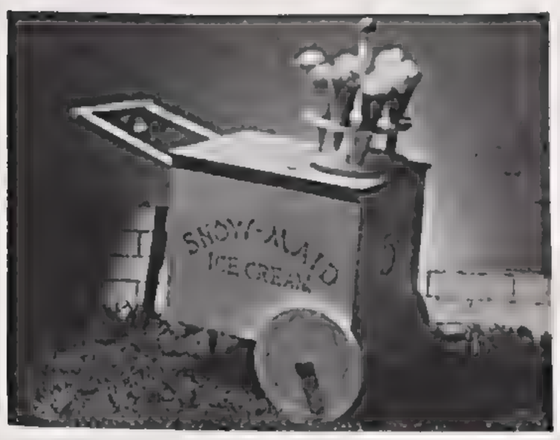
New Arrival: Recently established in the Hotel Pierre, Mildred O'Quinn's dress salon strikes us as a particularly good haven for mother-and-daughter shoppers. In the first place, it's a *most* attractive spot; and in the second, the price ranges vary enough to coincide with almost any money-plan. Ready-to-wear dresses run the gamut from $29.75 to $110; original designs, to order, from $85 to $225. We found a lot of attractive semi-classics for $29.75. One sports outfit at this price consisted of a red terry-cloth long jacket, with yellow terry slacks. For evening, a desirable young ballet dress: white silk jersey for the top, and a skirt of sixty yards of white silk net, with four shirred panels in it, for $185. Miss O'Quinn is designing autumn début dresses, from $95.

Country Style: These huaraches of woven leather are a slight variation on the regular classic pattern, having cut-outs in the toes and at the sides, as well as being free-heeling. In the front of the shoes, the leather is stamped with a pattern of tiny stars. You can order these from the Mexico Company, at Calexico, California. The stipend: $2.95, a pair, including postage.

Modern Beauty: Tourneur's new make-up bar at 382 Park Avenue, looks as though it will be right at home in the world of to-morrow. Morris Sanders designed the interior. The long bar itself is covered with glass cloth, under a layer of tufted transparent plastic. The stools have seats of plaited transparent plastic, and it seems that everything that isn't of this medium is covered with it. Air-cooled and gay, it's a lovely background for beautiful women. You see your specially blended make-up in mirrors which you can adjust to day, evening, and artificial lights.

Hound

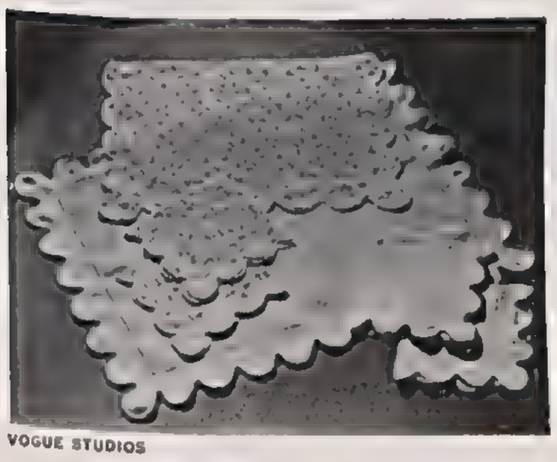
fair and warmer



Ecstasy: We think ecstasy isn't too strong a word to use in connection with this child's ice-cream wagon from F. A. O. Schwarz. It comes to you, purveying six paper cones filled with such realistic cotton ice-cream that we hear an enthusiastic little girl evaded her nurse and took a bite of it the other day. Of course, it is very simple to substitute real ice-cream cones, and make some children's party a wild success. $15 is the price.

For water-babies, there's a fine big rubber fish to ride upon, at $9.75, and a dodo bird with a face silly enough to make you laugh yourself right off into the water. He costs $7.50. Sand enthusiasts will like the efficient tractor—a great help in building sand castles, and far more impressive than the regulation bucket and spade (though Schwarz has these, too).

Serene: A permanent wave becomes less and less of an "ordeal" every year. Now, Ivan, of 665 Fifth Avenue, has lifted the experience into the realm of really pleasant experiences with his quick and cool method. After your shampoo, he leaves the hair a bit wet, then puts on his own nice-smelling cream, and after taking a test curl, cooks you so gently that you hardly know anything is happening to you. While the curling process is going on, another machine is working hand in glove with it to keep your head cool. Your hair is then washed in soap and water—not merely rinsed, and you are given a once-over with a non-sticky lotion in any of ten appealing (but slight) scents. Then Ivan sets your hair, just mildly, since the wave is all ready to fall in place obediently after all this considerate treatment. The lotion is quick-drying, so that in a very short while you are ready to arise and pay your $10.



VOGUE STUDIOS

Good Morning: These linen breakfast tray sets are very appetizing, we think. The plain one is in pink, banded in scallops of bright red. The flowery print is of red-on-pink, banded with red. There are other pale shades, too, with contrasting piping. We only mentioned this combination because we love it so we like to talk about it. The plain sets cost $4; the printed ones $6.50. They're imported from France, but there's a big supply of them here, at Grande Maison de Blanc, 746 Fifth Avenue.... Here, too, are charming percale sheets, printed in a tiny rose sprig design, with hemstitched hems. $24 for two single sheets and pillow-case.

The Classics . . . .
Standard works of art!
Shoecraft classics become a habit after the first pair. Sure of the last and fit, you'll write, phone, or wire, "send my size in white buckskin with brown crocodile calf and charge my account with **12.75**

MILADY'S TURBAN

Seeing's believing! Here's a Turban of processed Pliofilm so sheer now you see it, now you don't. Belies its dainty looks by an uncanny ability to preserve hair-dos—faultlessly. Slip Milady's Turban over your hair while driving, playing golf, tennis, trying on dresses. Sleep in it, shower in it —keeps every hair dry and in place.

In smart powder-box containers.

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Plane
Car
Train

Pack 4 Creams in your portmanteau they'll keep you on the Glamour-Go!

★ **THIS is the maiden all forlorn**

Who goes on a cruise down to the Horn.
She's lonely, neglected, unbefriended—
Because her complexion she has not tended.

★ **THIS is the maiden bonny and gay**

Who wins new beaux on her holiday.
Woodbury Creams keep her beauty bright
From tennis at ten to dancing at night.

Summer holiday! That means fun under the sun and merriment under the moonlight. But traveling brings a double challenge to your skin! Change of climate, hard water, wind, dust, heat. And a man's gaze never far away.

You'll meet the challenge nonchalantly with the 4 Woodbury Creams as your traveling companions. Their scientific assets help beauty bloom under difficult conditions. Each has lasting germ-free purity which counts in keeping the skin protected. Two contain that important Vitamin which helps invigorate.

So, like thousands of other beauty seekers, before you start your travels stock up with the 4 Woodbury Creams. They're sensibly priced—only $1.00, 50¢, 25¢ at all cosmetic counters. And they come in attractive jars.

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FOR VITAL SKIN—Woodbury Germ-free Cold Cream. Contains skin-invigorating Vitamin which helps pep up the skin's activity. Refreshing to travel-tired skin.

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FOR A FLATTERING FINISH—Woodbury Germ-free Facial Cream. Gives skin a smooth, long-lasting base for powder and rouge. Helps protect from wind, dust, sun.

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INCORPORATING VANITY FAIR

JULY 1, 1940

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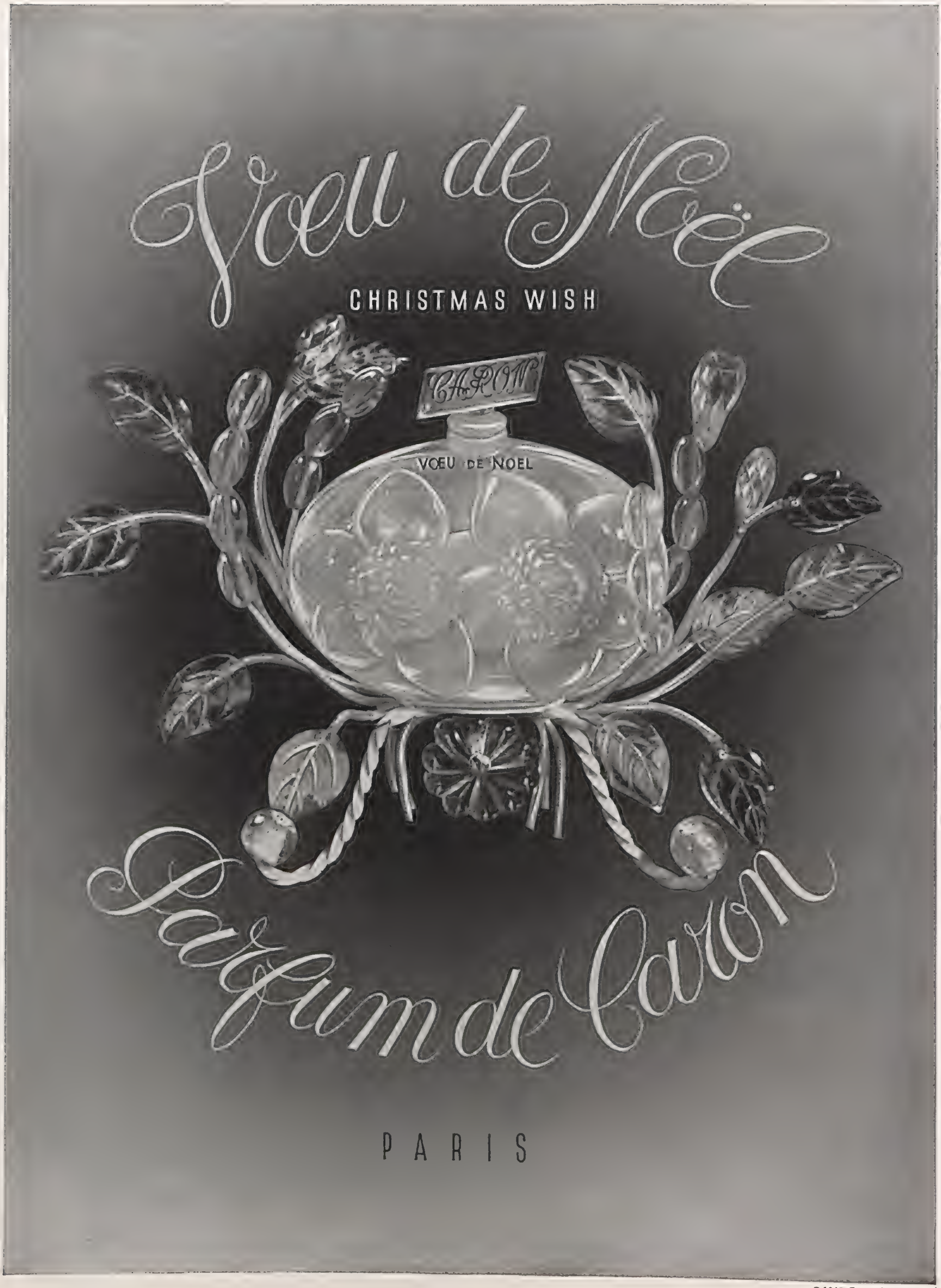
For America's hot-weather holidays: this long, cover-up jersey of lisle...the colour of a Brittany fisherman's. Under it, one of the scantiest of swim suits; of satin with "Lastex." From Peck and Peck. Cover photographed by Toni Frissell



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VOGUE'S-EYE VIEW OF HOT WEATHER HOLIDAYS

Holidays. A holiday, says the dictionary, is "any day of exemption from labour or work...a period of recreation or rest." How sorely the world needs even a "day of exemption," right now. A holiday of the spirit; a respite from hate and bitterness, suffering and shock. You can help—more than you think—to alleviate some of that suffering. An article herein tells how.

For your own holiday—there are the peaceful pleasures painted by Bobritsky, above, and set forth in the pages of this issue. The extrovert amusements of the New York Fair. The lure of the Home Town—anybody's—sung by William Saroyan. The fun of sled shoes...of pyjamas like a ballerina's practice tights...of airy chiffons...of rose-laden bonnets...of flibbertigibbet play-clothes. The sharp beauty of San Francisco. The coolness of a new summer drink—the Golden Collins. The curious history of the 1913 Armory Show. And—for an ice-water shock to complacency—the ten pages of this issue in which five men tell what they think of our looks. Men, after all, can still make, or mar, any holiday.

CONDÉ NAST ENGRAVING

COURTESY OF THE KNOEDLER GALLERIES

Fleurs Dans Un Vase

by Odilon Redon

The Armory Show introduced him to America

... if you want to help ...

AMERICANS like action. It is hard to read the papers, to listen to the brave and desperate speeches of foreign statesmen—and to feel, with hopeless and frustrated compassion, that there is nothing to do. Many organizations have been started to help the wounded, the civilians in France and Britain suffering from the war. Here are but a few of the New York organizations, of which many have branches all over the country.

If you want to help the Allies by giving money for medical or civilian supplies...

Hospital supplies, food, and clothing are desperately needed. Most organizations will buy whichever you specify. Send your cheque to any of these. The American Red Cross headquarters, at 315 Lexington Avenue. The Allied Relief Fund, at 46 Cedar Street. The American Friends of France, at 3 Sutton Place. The Quaker organization, the American Friends Service Committee, at 20 South Twelfth Street, Philadelphia. You can follow the example of the California ex-soldier, who sends a dollar a month to buy cigarettes for the wounded; or the man who sent $25,591.38 to buy X-ray equipment for a French hospital. Specify the country you want to help.

If you want to help France by giving money to purchase those desperately needed ambulances...

The biggest single need in France now is for ambulances, which may be bought by individuals or by groups. The system works quickly. One New York group started to raise money on Monday; the money was cabled to France on Thursday, and, within two weeks, the group's ambulance was carrying wounded *évacués* from the Belgian front. Send a check for $1,800 to the Allied Relief Fund; for $2,000 to the American Field Service, at 120 Broadway; or to the American Volunteer Ambulance Corps, at 610 Fifth Avenue. The American Friends of France send light *camionettes* costing $1,800, heavier field ambulances costing $2,500. Big operating units, which cost $46,500, and include ambulances, trucks, and trailers, are sent by the Mobile Surgical Unit, Inc., at 29 East Sixty-Ninth Street.

If you want to help the Allies by working either full or part-time at home or in a workroom...

If time is all you have to give, there are many eager for it. You can go to: the Red Cross workroom, at their New York headquarters; the Bundles for Britain workroom, at 480 Park Avenue; the American Friends of France workroom, at 390 Park Avenue. There you can sew, or knit, part-time, or get a full-time organization job. If you can only work at home, the Red Cross will send you, without charge, wool or materials.

If you want to help Great Britain and France by sending clothes, food, or hospital supplies...

Canned milk, blankets, woollen materials, soap, and all warm clothes are scarce in the devastated war zones, the cities packed with refugees. But the needs change quickly, and the agencies have lists of those items most urgently required. Send new clothes or supplies to your Red Cross chapter; or to the American Friends of France. Send supplies, and new or old clothes, to the American Friends Service Committee, in care of the Allied Relief Fund warehouse, at 453 West Forty-Sixth Street, New York.

If you want to help the Allies by organizing committees, or asking the public for money...

If you want to start a workroom, to raise money for the Allies by giving benefits or raffling off a radio, remember that the State Department ruling is strict: you must be licenced by the State Department to solicit or receive money or goods to be sent to the warring nations. You can send what you like individually, or you can join a group of friends in sending an ambulance, but you can not involve the public without a licence.

Exodus:
EMU/40

War refugees, en route from Senlis to Paris—

by Lee and Carl Erickson
who were part of the tragic train

(EDITOR'S NOTE: *For a long time the Ericksons lived in Senlis, a lovely old garrison town, not far from Paris. Now the town has been bombed, and the civilians evacuated. Mr. Erickson, who signs his drawings "Eric," is one of Vogue's best-known collaborators. He drew the sketch opposite, and Mrs. Erickson tells the story of the tragic roads of France.*)

WE did not dare look back at the house as we left in the ramshackle old car Eric had bought that morning. Our own car had been smashed in an accident a month before. As we turned into the only road left open, we joined a slowly moving mass of carts, farm-wagons, *camions*, and cars piled with bedding and families; refugees on foot, some women with thin shoes worn through, stumbling along on swollen, bleeding feet, pushing perambulators, pulling carts, carrying babies, dragging small, exhausted children by the hand.

They had come from the north, from Picardy, from Flanders; they had been walking two days, three days, a week; they had eaten little, slept in fields, lain in ditches as the airplanes machine-gunned the road. They didn't know where they were going.

Flight is too swift and easy a word to describe so dreadful a thing as this. Exodus is hectic—slower, heavier, more painful. This sluggish river of tragedy filled the road as far as the eye could see. It was moving slowly along all the lovely roads of France in the bright sunshine, like slowly flowing blood.

In the four hours and a half that it took us to reach Paris from Senlis, I saw only one woman weeping. Set faces, hard and patient. Farmers driving huge hay-carts with grandmother enthroned on mattresses at the head of the wagon, and all the family gathered around her except the young men. The high wagons were jolted up onto the curb time and time again to let pass a swift and imperious car. Grandmother was thrown violently from side to side, but her expression didn't change.

There was a woman hugging a bland-eyed goat; there were four great farm-dogs riding in state and barking joyously. There was a lost dog running frantically among the wheels; further on he found his master, a lone, old man wheeling a bicycle, the seat of his pants worn through. Some one gave him a rope, and with trembling hands he tied his dog to the handle-bars to keep him safe. Thank God, we said, thank God.

Near Chantilly, at a crossroad, in a lovely wood, there was an *alerte*. The sirens screamed, the guns boomed, there was the humming drone of German planes. Everything stopped. Like one mass, the refugees scattered under the trees and under the wagons. They knew. At the all-clear signal, they went on as before, their expressions unchanged. I looked at the pitiful attempts at camouflage, branches of trees, long since dried, and useless anyway.

Here was a *roulotte*, one of those house-wagons one sees on the roads of France, with lace curtains at the windows. At the windows were the smiling faces of the present aristocrats of the road. They, at least, are at home.

Further on, we moved for a time with a small convoy of soldiers. Where they came from we didn't know. But I have never seen such complete exhaustion. Blackened faces, eyes red with blood, hardly able to lift their fingers to take a cigarette. We were held up at a railroad crossing before a café. A girl was sent over with beer for the soldiers. One looked up with a cracked smile and said: *"Oh, la belle blonde."*

A few hours after we left Senlis, a bomb fell thirty yards from our house and blasted our doors and windows across the rooms. The wife, mother, and daughter of our butcher were killed. The butcher has gone mad. All our little tradesmen are homeless.

Madame Guillermo de Blanck

Imported from Paris

STRIPES, CHECKS

MADAME GUILLERMO DE BLANCK, wife of the Cuban Minister to the Court of St. James's, posed for Vogue while in New York. The dress—Lanvin's striped rayon satin in the new purple-and-white, pleated vertically to the new plumb-line. Imported by Henri Bendel. The jewels are from Frank S. Hartley

Right: Lelong uses taffeta ribbon, in pink-and-green checks, to stiffen the skirt of a frail white silk organdie dress. One of the youngest, one of the prettiest to come out of Paris, it's destined for a summer of dancing under the stars of New York or Newport. Dress imported by Hattie Carnegie

HORST

LELONG'S PASTEL CHECKS

Tucked all over,
breeze-weight black chiffon,
dress and jacket. $49.95.
Organdie hat. Both; Altman

Wind-snaring sleeves
on a beige-and-white
chiffon dress and jacket. $59.95.
Beige straw wagon-wheel hat.
Both; Jay-Thorpe

CHIFFON

Hoodwinks heat

Ignores humidity

Flatters young

Flatters less-young

Ornaments town

Never fails you

Pastel plaid, pleated skirt,
a rayon chiffon dress. $29.95.
Tilted blue felt hat.
Both; Saks-Fifth Avenue

Faking your temperature

Ways and means, devious and forthright, to lower your personal Fahrenheit

IT'S perfectly possible to fake your temperature. You start by admitting that it's hot...that you're going to perspire. You accept the fact that soot is going to settle on your damp skin, and smoke-rings hang motionless in mid-air, and, then, having accepted it, you set about reducing your temperature.

Curiously enough for such a moist and earthy problem, the best weapons with which to combat it are aesthetic...an inner quietness, a *laissez-faire* attitude, imagination, and time-under-your-thumb. Stop thinking in prescribed areas...stop insisting that the only way to keep cool is to loll in a tub turned arctic with floating ice-cubes, or to get cricks in your neck from having lingered too long in excessively air-cooled places. There are sounder ways than that.

Be calm. Nervousness and hurry encourage perspiration, and the wrong kind of perspiration. Learn to govern your body, so that you form cool-making, cool-looking habits. Erect posture is cool-looking, drinking fruit-juices is cool-making. (At the risk of being indelicate, may we tell you that keeping on the alkaline side helps to remove the most unpleasant aspect of perspiration.) Think coolly, and accept extra guests, burned chops, lost train connections with the casualness they really warrant. And then, in case the flesh is still weak, and your mind-over-matter control at a low ebb, here are some fine Fahrenheit-reducing tricks.

TEMPORARY heaven can be achieved with a mixing-bowl of ice, into which you plunge your cleansing cream, foundation lotion, eau de Cologne, and—for a kind of inane delight—your face soap.

Take an extra half-hour to have your hair done and have them set it with water instead of lotion. Then, you can leave the dryer on at "cold" instead of "hot," or its identical twin, which, for some perverse reason, they call "medium."

Take a hot foot-bath. It draws the blood from your head. Remember that foundations (regrettably we mean make-up and not corsetry) "perspire off" and need to be renewed frequently. Double up on your salt consumption during a heat-wave. If you want substantiation, ask any one who has been on a safari, or a hot-belt Arizona rancher.

Before you start to play tennis or badminton or whatever, dip your eye-glasses in hot water. It postpones the steaming-spectacle process.

A shaker-top can of powdered alum may be old-fashioned, but it's bliss if you're chafed—and being chafed is hot-making in itself. Get some powdered rouge for summer. It doesn't stay on as well as cream, but it "sits" lighter. Remember, in choosing a summer lipstick, that blue-red is a cooler colour than either the yellow- or the brown-reds, so steer your reds in that direction.

Before a big evening, try to exercise at some time during the day, the object being to work up a thorough sweat, and *not* to drink it all on again. Then, bathe in about two inches of water, or, if you're a hearty girl, try an Epsom salts bath, which is both de-heating and de-hydrating. Remember that perspiration is a *superb* beauty treatment for your face and body, and that perspiration, coupled with proper cleansing and brushing, will disembarrass your scalp of every vestige of that flakiness.

AS you need less sleep in the summer, dine late. The extra hour before a nine o'clock dinner will help to keep your temperature down, and give you time to contemplate wonderful kinds of iced drinks. Don't forget mixtures like milk and carbonated water; tea, grenadine, and orange-juice; pineapple-juice, soda, and mint. Use a lotion instead of a heavy cream at night. With the increased functioning of your skin due to heat and perspiration, it's all you need.

Remember the cool smells are lavender, lemon verbena, carnation, and all the wild flowers. Wallow in Colognes and sachets and fragrant powders, but on *no* account forgo perfume. Use a scalp freshener every day. A clean head is a cool head. (Old Vogue maxim.)

Give your liquid anti-perspirants a full half-hour in which to take effect. And that means lying down quietly with your arms away from your body.

On a day when the temperature is blowing the top off thermometers, when rivulets are seen coursing down the most "reefined" backs, when every one mops, and moans between mops, "Did you *ever* know such heat?", look on them from your inner iciness with a vague, sweet smile, with eyes as distant as a Dalai Lama, and answer merely "Hummmmmm?"

OPPOSITE PAGE

Irina Baronova, star of the Ballet Russe, poses in new-looking lounging pyjamas. Tight, narrow trousers like a Spanish *bailerin's*. Bare-midriff blouse. Both of rayon crêpe. Designed by Clarepotter. About $40. Bonwit Teller; I. Magnin. Jewels; Seaman Schepps. Coty's "Tamale" Make-Up

HORST PHOTOGRAPH

BALLERINA
IRINA BARONOVA
in Harlequin lounging pyjamas

Coloured spot-lights

TRIANGLE WEDGE, cut straight across the back, for a new sandal of red suède and gold kid. Echoing it, the beautifully classic red suède envelope with kid gussets. Gilt Gerli bracelet. Saks-Fifth Avenue

CONFETTI-DOTS, young, light-hearted, on a classic sandal of rayon crêpe. Nice with the sort of ruffly Victorian dress shown here; nice with blue or red; nice with white afternoon costumes. I. Miller

SEA-SLED TOES for Delman sandals of lapis-lazuli satin; silver kid. Turquoise Faille bag. Lapis suède gloves. Jewels: Sapphire ring, necklace of pearl and blue beads; blue stone bracelet. Bergdorf Goodman

DIAMENTÉ PLATFORMS, thin, kid straps, for just about the most fabulous evening sandals of the season. (As a matter of fact, they cost $100 a pair.) Raison d'être of a simple dress. Saks-Fifth Avenue

for your summer

PIGSKIN BAG SET—nice with the slacks you wear, newly, for motoring. Bags; Black, Starr and Frost-Gorham. Arnold Authentic calf shoes. Best; J. W. Robinson. Longer capeskin gloves; John-Frederics

DE MOLAS • CONDÉ NAST ENGRAVING

MELON WEDGE, three springy layers of crêpe rubber, supporting a resort sandal of blue suède. The suède bag is the exact shade. Saks-Fifth Avenue. The flexible gold bracelet is designed by Verdura

ANOTHER MELON WEDGE of natural rubber, underlying an Oxford of reversed calf. More calf trims the linen bag. The gloves have natural mesh backs and calf palms. All from Saks-Fifth Avenue

LIKE coloured spot-lights, the summer accessories on these pages point you out. They are small works of art, made to be looked at; made to play brilliantly against your quiet-coloured, soul-of-simplicity clothes.

They're for you, if perfect finishing touches are your passion. If you believe in putting worth-while, dividend-paying money into them. If you leave no stone unturned to find the right shoe, the right bag, for a costume. If, in short, you uphold the Importance of Detail—right down to your finger-tips. The polished finger-tips in the photographs are part of it—they wear two of La Cross's newest polish shades. The light, rosy one is "Sail Red." The rich, dark shade is "Pirate Red."

Lady Louis Mountbatten

by Salvador Dali

This portrait really shows three Lady Louis Mountbattens. The first one, an English beauty, lived in pre-war London, where she and her husband, a cousin of the King's, entertained at famous Brook House. The second one knows the war-battered capital where her husband is serving as aide-de-camp to His Majesty. The third sees Dali's glassy tempest-driven world through the clear eyes of a Cassandra.

P. G. Wodehouse—Classical Scholar

Great humorist, great stylist,
Boswell of an English species

By HILAIRE BELLOC

IT is my business to express here and now something which I have long had in mind and which I have as long postponed. I desire to pay tribute to that one of my contemporaries who seems to me to be their chief in his department and my own.

Laus, Honor et Gloria. Who to? To P. G. Wodehouse! Why? Because he is the master of my trade. And what trade is that? The ancient, the burdensome, the out-at-elbows trade of writing. The trade of Homer, of Swift, and of Theocritus.

What makes a man a good writer? When we give to one particular writer's work this or that place in our scale of values, what test should we rationally use?

The test of excellence in writing is simply this: "How far has the writer by a choice of written words and the use of them in the right order produced the effect he desired to produce?" Herein lies the test of craftsmanship, and a craftsman can only be tested by his mastery of the craft wherein he is engaged.

It is now about three years ago that I said upon the radio in New York City that Mr. P. G. Wodehouse was the best writer of our time. A large proportion of my listeners were surprised that a comic writer should be adjudged supremacy. I should have thought it obvious that the general nature of the emotion which a writer seeks to arouse was something quite distinct from his talent (or genius) in arousing it. His object is to amuse. He presents human relations as accidents of life so as to provoke anything from a highly satisfied smile to loud, irresistible laughter.

In any of these enterprises he succeeds more fully than has any other of his colleagues now using the English language. There is not one of them who, setting out to move our terror, our sense of beauty, our sense of irony and contradiction in things, reaches the same level of achievement as does Mr. Wodehouse in his aim at moving the comic sense. He does it exactly and fully all the way along the line from a certain internal content, which is less even than smiling, to the uproarious satisfaction of farce so compelling that it moves the reader as though by visible action taken before his eyes.

The thing is done, of course, by style; and here again we must be precise in our terms.

Style does not mean reliance upon unusual words, still less the trick of an unusual order. It means the medium whereby that which was in the mind of the writer is conveyed to the mind of the reader. The highest form of style, though it may be the result of laborious effort, is that form of which the reader is unconscious. Style is at its highest when it performs its task with the greatest economy of material, subject only to clarity. Now the task that a style has to perform may be in any one of very many forms. Its excellence does not lie in the choice of the form, but in the production of the desired effect within the form chosen. Judged in this fashion, the best work of Mr. Wodehouse is the best contemporary work we have in English.

I know not amid such a variety where to begin nor whether it be better in such illustration to take first the most remarkable creation and from this to infer the less remarkable in their order. I fancy it is best to take the most remarkable as a test; and the most remarkable creation with which this author has enriched his country is without a doubt the valet Jeeves. Jeeves is a full human personality sufficiently presented in less than one-tenth of the words which would have been needed by any other contemporary to present any far less memorable figure.

Now here, at the mention of that immortal name "Jeeves," let me digress upon one of the most striking characteristics of my author. He is entirely national. I believe it to be, though a limitation, a strength in any modern writer that he should be national. For, since the various provinces of Christendom began to break away from one another under their kingships and to set up more or less isolated societies, men can not live their fullest life, not even their fullest literary life, save as nationals.

ANYHOW, in subject even more than in manner, Mr. Wodehouse is utterly national; and of all the beings he has evoked from the void the most national is Jeeves. Jeeves is English in every one of his thoughts, actions, and words—in his gestures for that matter. He is completely English in his social philosophy.

The thing is so admirably done, the portrait so lives, that we confer praise and blame, or we withhold them, when Jeeves says or does or even thinks anything, just as we would give or withhold praise or blame in the case of a fellow-being at our side. In the matter of Jeeves, it is as though Mr. Wodehouse has said to himself, "I have given you all sorts of other people in a phrase or two, sometimes in a single word. I will now show you what I can do in detail." And there is not one detail that does not fit in with the rest. I should search long and feebly for adjectives before I could pitch on the right one to suit the occasion. I will venture upon one obvious adjective and not too violent, though strong. Jeeves is miraculous. (Continued on page 78)

AMERICAN JUBILEE

new hit at the

AN enormous macédoine of musical comedy, patriotism, and burlesque, spangled with American history—that is "American Jubilee." The whole great pageant has the genius touch of incongruity—with George Washington, plio-film rain-capes in an 1864 torch-light parade, Lillian Russell, and Rough Riders—and a sudden procession of the first automobiles.

There is Lincoln's Gettysburg Address. There are bicycle girls in witty lime-and-black costumes, swirling about in sprocket-wheel patterns. There is a waltz scene, and there is the cakewalk, done to "Tennessee Fish Fry." But most important of all, there is Joe Jackson, the great pantomimist, struggling with his maniac bicycle. The whole Jubilee, in fact, is not only great fun, but a little like looking at history through the wrong end of a pair of opera-glasses.

LUIS LEMUS

JOE JACKSON, WITH HIS ZANY BICYCLE

DANCING TO THE SONG HIT "TENNESSEE FISH FRY"

SANDERS-BLACK STAR

IRENE CHRISTIE AS LILLIAN RUSSELL

World's Fair

GORO-BLACK STAR

FINALE: THE INAUGURATION OF THE NEXT PRESIDENT, AGAINST A RED-STRIPED CAPITOL DOME

BICYCLE GIRLS, WEAVING COMPLICATED PATTERNS ON THEIR WHEELS

PAUL HAAKON, DANCING IN THE CIVIL WAR WALTZ SCENE

She wears this outfit in the Mexican garden of New York's Museum of Modern Art. But she could wear it in Mexico City itself, or holidaying in any city. Over a cool navy-blue linen skirt, a white linen jacket with revers of navy-blue. $19.95. Navy-blue felt beret. $12.50. Saks-Fifth Avenue

Manhattan holiday

LUIS LEMUS

. . . *Mexican fiesta*

Again, the vivid carnival of the Modern Museum's Mexican garden—with its shrill parrot colours, tawny terra-cottas, tinsel and spangles—is the background for a two-piece standby for any urban summer holiday. Mat-white rayon crêpe, black-dotted. $50. Shantung straw hat. $20. Milgrim

Summer reliables

Ruffle-edge cart-wheel of navy-blue felt. #15. At Knox

Bathing-suit and hooded cape, of Hockanum's blue wool crêpe — new for the beach. Cape, $12.95; suit $10.95. Mary Lewis

Shirt-waist dinner-dress. White skirt, blue top, of rayon crêpe; mock moonstones. $39.75. From Grace Ashley

White wool alpaca coat
by Jaeger. $79.50.
Dunlap's pastel Panama hat.
$10. Both from Best

Blazer of cotton flannel.
Bare midriff suit
of white rayon sharkskin.
Both; $13.95. Peck and Peck

Glass-blowers' jewellery,
cool green and white,
and light as feathers.
By Lisanda. All, $10. Best

Classic swimming suit —
white wool with Controlastic.
By Sacony. $7.95. De Pinna

Paris hats still arrive

TALBOT'S CLOCHE—a prophetic and look-ahead hat, indicating early autumn intentions. It's of stiff, stitched black velvet, with a mesh veil tied at the nape and a feeler feather standing up in front—completely elegant. Imported by Henri Bendel

HORST

TALBOT'S BONNET—one of her series of off-face hats women adore. This is geared to a pompadour, and involves a crown of black felt, a back bow, and an irresponsible rose aloft. Imported by Saks-Fifth Avenue. All jewels; Trabert and Hoeffer-Mauboussin

ANDRÉ DURST

SCHIAPARELLI'S BASKET-BONNETS—following lines that, to all indications, will be most significant for autumn. A black straw shape clings far back on the head; flowers fall forward on the brow. The one with lilies imported by Henri Bendel. The one with roses; Bonwit Teller

EVERY transatlantic *Clipper*, every boat (as we write) continues to bring in beautiful French hats. Fifty came on the *Manhattan* for Saks-Fifth Avenue. The *Conte di Savoia* brought a half-dozen to Florence Reichman. Every Clipper brings a quota to Bergdorf Goodman, Henri Bendel, Jay-Thorpe, Bonwit Teller, Lilly Daché, and other milliners. Despite the most perilous days in France's history, Paris designers have not faltered. For all their heavy hearts—their hats are light as ever.

Certainly, nothing could be prettier than the new summer arrivals. The basket-bonnets by Schiaparelli, above, the crowns set on the back of the head, flowers or ribbons tumbling over the eyes. Prophetic—mark you. Talbot's luscious white organdie picture-hat. Mrs. Averell Harriman bought it on sight. Talbot's off-face bonnets. Gabrielle's little white piqué hat—like a sou'wester, snatched up by the young.

And even as early as this, there are auguries for autumn. A sleeker, severer look. Talbot's velvet cloche, opposite, to put on when the first leaf falls. Reboux's stiff-brimmed Breton. And, on the next page, Suzy's red suède inverted fruit bowl, with a fine gauze veil to shield your pompadour.

HORST

Preview hat from Paris

SUZY'S FRUIT-BOWL of red suède—with a revolutionary green gauze veil binding the *front* of your pompadour. Prophetic for autumn are the shape, the new manœuvre of the veil, the continuance of beloved red-and-green. Alix dress of green crêpe. Chessman clip. All are from Bergdorf Goodman

THE MEN HAVE THEIR SAY

Perhaps we're sticking out our swanlike neck. Perhaps we're leading with our perfumed chin. But here we go again, on the subject of Whom Do Women Dress For. For women? No. Women dress *against* women, in a sort of eternal sheathed-claws vendetta. Women dress *for* men. What woman would trade a husband's "That new hat is pretty fine" for feminine whispers and oblique green-eyed glances at the Colony?

The sun of masculine approval is rather nice. No soprano cries can compensate for lack of it. And so we buttonholed a business executive, a worldly cosmopolitan, a football captain, a poet, and a little boy. What, we queried, *do* you men like?

They leaped at the chance. They cut loose with a torrent of criticism. They took over the next ten pages: lock, stock, and barrel. They chose the mannequins, picked the clothes, sat in the editor's chair approving, rejecting, blue-penciling. No two of the men agree, of course. Some say yes, some say no to many of our own fashion preferences—wedge heels, ballerina bathing-suits, painted nails. Nevertheless, we give you their verdict. Remember it's theirs—not ours!

For, after all, if a man likes, say, our dress, we're a success. If not, there are only three courses. Change the man. Change his mind (let's see you!). Or change the dress.

Ladies—the gentlemen have the floor—temporarily.

On the next ten pages of this issue,

Five good men and true air their views, say their say.

They chose the hats and dresses that they liked.

They supervised the photographs, sat in judgment on the copy.

They praise and damn, rate and berate.

And maybe we agree...and maybe we don't.

Right this way for the 10-page gentlemen's forum ➡

A Russian prince *insists on the decorative*

ACME

PRINCE SERGE OBOLENSKY

Russian-born nobleman.

Guiding spirit of St. Regis hotel.

Former Chevalier Garde officer.

Cosmopolitan, with an observant eye

He likes

Red nails—here's one man after our own heart!

Long hair—provided it's shiningly immaculate.

Waltz skirts—the better to dance in (he's a beautiful dancer).

Anything decorative—if a woman can carry it off.

Marie Laurencin colours and Winterhalter styles at night.

On one point he's fanatical: meticulous grooming.

He dislikes

Anything coy. Frills and furbelows.

Quantities of junk jewellery. Curly-curly heads.

Pailletted dresses that belong in a circus.

Mannish clothes with flat shoes in town.

And—worst sin of all—overdressing.

HAT: MILGRIM • TIFFANY JEWELS

Prince Obolensky's idea of a charming dinner-hat.

Huge cart-wheel of chiffon printed with flower clusters.

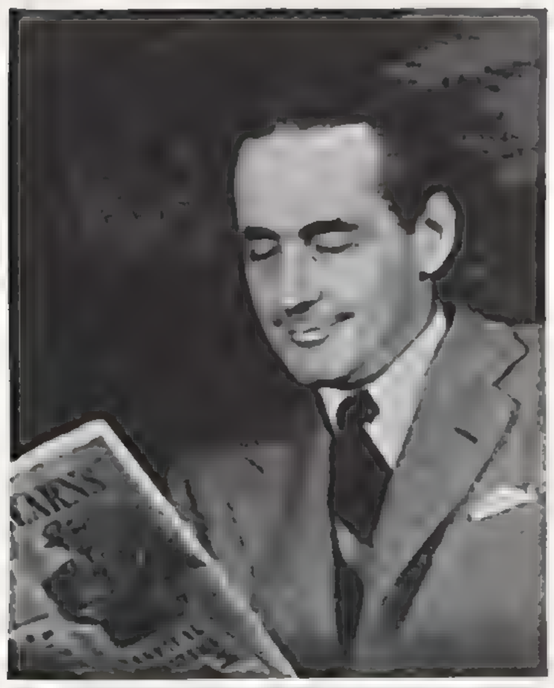
HORST

DRESS: BERGDORF GOODMAN • TIFFANY JEWELS

He likes floating white

The way Prince Obolensky likes a woman to look in the evening—Worth's dreamy dress of white silk mousseline

A business executive *likes reticent clothes*



PIERPONT MORGAN HAMILTON
Conservative New Yorker.
Exponent of moderation in clothes.
Executive of Dufaycolor film.
Young father of three tall sons.
Husband of lovely Rebecca Stickney

He likes

Inconspicuousness! He's rabid on the subject.

That "soignée" look—not necessarily too sleek.

He likes women to stick to their type,

Clothes that are becoming, heedless of fashion.

His wife's skull-caps—that show her widow's peak.

He likes—in moderation—jewels, flowers, perfume.

He dislikes

All talk about where waists and hems are going.

Drastic changes in clothes. Red finger-nails.

Mesh stockings. Obvious make-up—

"Make-up never ought to be noticeable."

He abominates public face-fixing.

Powder-puffs brandished over the Vichyssoise.

Short skirts that show the ugly part of the leg.

He literally shrinks from entering a restaurant with a woman in a conspicuous hat.

Mrs. Hamilton, a talented musician, in the floral organdie house-coat her husband likes

Mrs. Hamilton's husband likes this lace mantilla tucked inside her pink faille evening coat

TONI FRISSELL

JANE DERBY COSTUME FROM I. MAGNIN

He likes his wife in slacks

Mrs. Pierpont Morgan Hamilton drives to the country in gabardine slacks (her conservative husband approves) and a tomato wool jacket

A football captain *admires the unaffected*

HAROLD B. WHITEMAN, JUNIOR
Tennessee-born, blond, athlete.
Like a man, he says *no*
to some of our favourite fashions.
He supplied photographs
and sketches of his own dislikes

DISLIKES "little-girl" suits (Vogue to the contrary!)
LIKES this sleek Mabs of Hollywood one

He likes

Girls with a look of organized neatness.

Swirly-skirted white sharkskin dresses, with a tan.

Off-face hats with brims, happy medium in size.

Sleek evening dresses with wide shoulder-straps.

Angora sweaters, even if they do shed.

Is impressed when pretty clothes are inexpensive.

He dislikes

The sloppy look sometimes mistaken for casualness.

Fussy little hats. Or unmanageable cart-wheels.

Slacks on (a) campus or (b) big girls.

Deliberately "cute" play-clothes.

Girls who dress as if Yale's campus were the Rainbow Room.

Girls who dress as if Yale's campus were their own.

DISLIKES perching little flower hats.
LIKES medium brims—like this piqué hat

ABERCROMBIE AND FITCH

DISLIKES dresses on the tennis courts.
LIKES this piqué shorts outfit

JANE ENGEL

DISLIKES bouffant evening dresses (at him, débutantes!).
LIKES this suave white Celanese rayon jersey

BONWIT TELLER

LORD AND TAYLOR

DISLIKES wedge shoes (though Vogue says yes).
LIKES classic spectator pumps

A 14-year-old son *likes "prettiness" for his mother*

JOHN MUNROE, JUNIOR
Son of Princess Kyril Scherbatow.
Third form pupil at St. Mark's.
Good violinist and baseball player.
And, already, like the proverbial male,
a severe critic of women's clothes

He likes

Nice smells, bracelets that make a noise.

Pretty veils, pretty hats *with* brims.

Pretty touches of white at the throat.

High heels. Black stockings.

Adores his mother in evening clothes,

Likes most women in printed dresses.

He dislikes

Slacks and shorts—any species of pants on women.

Calls practically all hats indescribable.

Abhors scant bathing-suits on all but Venus-blondes.

Hates long, talon finger-nails.

Can't bear being kissed by too much lipstick.

Can't bear being kissed.

HORST

Johnny hates slacks, so his mother wears this sharkskin play-dress when bicycling in Bermuda

Johnny adores flag-blue and white as in this dress—he'd like its price, too

ALL COSTUMES ON BOTH PAGES FROM BERGDORF GOODMAN

Her son likes veils

Princess Kyril Scherbatow—as her son, Johnny, likes her dressed.

Pretty veil, pretty black straw brim, pretty jabot on a black faille dress

How the Poets Praised Women

By OLIVER ST. JOHN GOGARTY

THE best poets are they who praised women best. It is my belief that literature, and certainly poetry which is the first form of literature, waxes and wanes with the position woman holds. The higher her position, the greater the regard and respect in which she is held, the better the literature.

How is it, I wonder, that the modern "poets" praise women no more? Is it the fault of the poets—or of the women? Both. Since women, through Mrs. Pankhurst, Suffragettes and Company, claimed and gained "equality," woman's position in poetry has been steadily on the wane. They are our equals now and would, I am afraid, regard it as a slight if we attempted to return them to their pedestal. There was a time, and it is a time I like to linger in, when they were our superiors. So then were we, the writers, superior—we who find our delight in beauty, and both beauty and inspiration in women? As Goethe says, "the eternal feminine leads us on..." which, from a poet's point of view, is the ideal situation in which to find himself.

And while on this subject of praise, let me say that I hold it a duty to praise the beautiful. Loveliness is on the wing, and this club-car in which we find ourselves is running fast to a silent destination. Therefore, not a moment should be lost in giving praise to the beautiful (praise helps to increase their beauty), even though the beauty seems untranslatable. For even the immortal Yeats, who won the Nobel prize for poetry, lamented the fact that no poet could ever describe the beauty of a woman or stars in words that would hold against their actual appearance. Therefore, he bowed down his heart and sang of his adoration, rather than of his lady.

BUT for all that, it is through poetry that one really detects the quintessence of a woman. Out of the silent ages, a face, a point of view, a mannerism will come through and bring some Mistress Isabelle sharply into focus...the creaking sandals of the majestic lady Catullus loved, the white arms of Nausicaa, the whole measure of Villon's pretty little friend, whose entire conversational repertoire consisted of "Is that *so*..."

In the grand and classic manner, Homer praised his ladies less by describing their features (for these he had stock adjectives) than by giving you an intuition of a world of which they were a part—and which they made comely, sweet, and wholesome. Occasionally, as in the case of the delicious Calypso, she "of the braided tresses," he goes beyond the stock adjective "fair" to create a picture for the inner eye..."clad her in a shining robe, light of woof and gracious, and about her waist she cast a fair girdle, and a veil withal upon her head." Homer was not a woman's poet. Horace's praise was the sophisticated appreciation of a philanderer for an entertainer, or a dancing-girl. I dare not draw the conclusion....

The question of why women like to be praised at all by poets was put to me the other day. (Certainly, it was not one I would put to myself!) I can only suggest that they like to be praised by a poet because he can lift them beyond the narrow precincts of their personality and give their individuality a significance in Eternity...endow their features, qualities, idiosyncrasies, with a cosmic interpretation. It may be that poets have an eye for the overlooked beauty—the unstandardized—and an unconscious intuition of what is worth recording in time.

VILLON, for instance, gave a kind of florid, aromatic beauty to Bertha Big Foot. Sappho immortalizes the realistic, exasperating slovenliness of her little friend who was forever dragging her robe untidily about her ankles. Chaucer, too, that sweet well of "English undefiled," dared to praise in unaccepted regions. Chaucer, who kept his pretty praise for private application. We hear of his being blamed, as Dante was, for the laxity of his morals. These he projected (as ego-protection, if you will) onto the Wife of Bath, one of the most real and bewitching women of the world, when the world was merry and rollicking withal. One might say he expressed his views from behind her petticoats.

I should imagine that any woman's choice of a poet by whom to be praised would be Shakespeare. (If she could be quite sure it would be praise she would receive.) His was the greatest and most versatile capacity for praise, and venom. Who else could sing as sweetly "Mistress mine, where are you roaming?"...and conceive the unsurpassable phrase "sweet and twenty"? Who, too, could voice bitterness such as his towards that mysterious dark lady (Continued on page 76)

OPPOSITE—"NYMPH IN SHINING ROBE," a dress for a modern Calypso. Oliver St. John Gogarty, the poet, selects this costume, "incapable of an ungraceful line," as proper garb for a nymph of 1940 A.D. White chiffon, full and flowing, strictly belted with black grosgrain, massed with pansies. Bergdorf Goodman

TONI FRISSELL PHOTOGRAPH

"...nymph in shining robe"

CHIFFONS

make a summer

Shirred and flowing moonlight yellow chiffon, worn with a fringed shawl. $39.95. At Best

First. Red-and-white—this summer's hallmark—printed chiffon, bound in colour. $85. Jay-Thorpe

Second. Red and blue plumes, widely-spaced, drifting on white chiffon. $19.95. At Lord and Taylor

Fishing off Walker Cay

TONI FRISSELL

The Old Home Town

A NEVER-CHANGING CENTRE OF THIS IMPERMANENT LIFE

By William Saroyan

OF the unchanging things, the town in which you first met the world is one of the most unchanging and mysterious. It is always a place of monotony and at the same time, as you grow, change, go away, remember, return, and go away again, one of the most inexhaustibly full and rich places. And yet what it is is so nearly nothing, except for the dull, drab, lonely, lost objects of it, that you never know, each time you return to it, what it is that holds you so strongly to it, no matter where you go.

What is it but an ordinary American town, no different from ten thousand others, where thirty million others were once born and where once they knew childhood and youth, and went away or stayed?

What is it more than a place where two or three dozen paused one day of one year and stayed, and others came, and stayed, and others came out of their staying?

What is it more than two depots, one on each side of town, east and west, the city in between, the streets and houses all around, the dwellers never out of hearing of the trains coming and going?

What is it more than the beginning of the world, with winter coming to it, cold and dark and health, gloom and chill and sickness, street corners and walking men, coming and going?

IS it anything more than waking one morning in a stillness out of this world and knowing presence in this place?

Or more than sitting at a desk at school and wishing to learn from the simplest lesson of arithmetic what *all* of it is, where it is from, where it is going, who all of them are, each alone, each strange, uncommunicable, not speechless but nevertheless dumb?

Is it ever a place more than where, not in dream, the streets occurred and yourself came about in them, walking?

The empty lots where you moved about at games, the ringing of church bells Sunday mornings, the summer noon whistles of packing-houses, the epidemics of disease with fright rising everywhere and humour, too, and the knowledge that in his day any man who lives lives by reason of miracle or accident, at best by anger and impudence?

Is it anything more than vague longing summer and winter that you do not know shall go on till you are dead? Loneliness you do not know shall never end?

Is it anything more than, twenty years ago, seeing beauty in the face of a small girl and adoring it and not knowing that never shall the light of that face go out of your sleep, never shall the image of that solemn innocence break away from the other things that visited your sleep?

Is the small town a place, truly, of the world, or is it no more than something out of a boy's dreaming? Out of his foolish love of all the things that are not of death made? All things somewhere beyond the dust and decay, to the eye somewhere undiscoverable beyond what is the top of every object, beyond each of all its sides, beyond bottom, outside, around, over, under, within, beyond every edge of it? Beyond the clear, bright, hard, supple, faraway night, faraway over the levelness of the earth, faraway into the end of the sky, faraway within the clear suddenness of all of night, the swift arrival of a remembrance lithe and without image?

IS it a boy's knowing that, although this is a place of sorrowed trying, or sorrowful men trying for the best, it is also a place where in the midst of things seen and men known moves the race that never was born to men and within the crying grief of its streets and structures is the whole towering world which almost came to be? To his nostrils just beyond the stench of sweat and decay and disease and rot, the holy odour of all things with only loveliness in them and no death. To his ears, the multimillion sound of silence staying within and around all things. The soft, listening silence of the continuous and never begun and always beginning.

While the automobile goes over the highway this year seventy miles an hour, my Uncle Melik, remembering everything, says with grief, including himself among those he speaks of, they are alive only because they are not dead. It is not as if they are truly alive. It is only that they are not dead. That is the thing that is awful about it. That they are not truly alive, that they are neither dead nor alive, that they only breathe, that they have been engulfed, swallowed, eaten by its enormity and strangeness, that no one who came here has found the way to live so that his living will be more than momentary absence of death. That is the thing which after all the years bewilders me.

Once again I am back in my home town. I came to see if I could learn something more of the winters of the beginning years. I was here in the spring this year and learned something new of springtime when I was here twenty years ago, and I was here this summer, (Continued on page 80)

OPPOSITE—FISHING OFF WALKER CAY—where giant fish draw the best of amateur fishermen in July and August. Spearing fish—a girl in a suit of white Celanese sharkskin; red-and-white jersey belt. Its straps unbutton, the better to tan. When the sun blazes, you'll wear the hooded bolero that goes along. $15.95 for all. Best; Marshall Field

"The Top o' the Mark"

The most dramatic Cocktail Bar in the world—San Francisco's Golden Gate in the background. In foreground, orchid-trimmed hat by I. Magnin

SAN FRANCISCO

Life on Nob Hill and all the other hills

By Innis Bromfield

IN all likelihood, more enraptured writing has been done on the subject of San Francisco than on any other city in America. Just to look at it—or to hike up and down it—is breath-taking. People fall in love with it as burningly as they fall for Paris, and the two things a true San Franciscan hates most in life is to hear his city called Frisco and to be separated very long from it.

The hills, the clinking cable-cars, the six-course French-Italian dinner for sixty cents, Chinatown's overladen bazaars, and the sieges of blowing fog are San Francisco's time-honoured trade-marks. But the personality of the city has many other aspects to surprise and enchant outsiders.

It has no formal Park Avenue section; if you want to live fashionably in it, you can settle down on Nob Hill, Russian Hill, Telegraph Hill, or any other place that appeals to you. You can build yourself a magnificent modern house, but half your best friends will still keep to their ancient oriole nests hung from the hillsides and commanding the prize views of San Francisco Bay. The city has innumerable climates, depending on the fog lanes and where the breezes blow. In summer, people leave it to get warm.

Seventy years ago, when the quickie millionaires like Charles Crocker (railroads) and Lloyd Tevis (gold) picked a hilly stretch of California Street for their tournament of mansions, "society" in San Francisco was plain cash-and-carry. If a man was rich enough to stick in an art gallery when he built his town house, and to gorge it on pictures and statuary strictly from Europe, he and his family were indeed people to bow to. The dazzling neighbourhood was soon called Nob Hill—Nob standing for *nabob*, the Mohammedan official title which the English once borrowed to describe a man who had returned from India with great wealth.

Mrs. Michael Casserly, a pilot even men respect, in a Germaine Monteil bolero suit from Ransohoffs

Mrs. Michael Casserly cutting roses for Mrs. Damon Wack in San Mateo. Their blouse-and-skirt outfits are from Ransohoffs

Miss Theo Taft Brown, glamorous post-débutante, who will marry Mr. Frank Spreckels this summer

At the gay and gaudy Music Box, the dynamic Duncan Sisters induce guests to sing at the mike

San Francisco's first "society chanteuse" is red-headed Nini Tobin, who sings at the Clift Hotel

The people who make up Greater San Francisco Society in 1940 appear to arrange themselves in five groups, largest of which includes the older, well-rewarded businessmen and their families, whose big houses stand formidably together out on Jackson Street, Pacific Avenue, and Broadway. Solid names like Monteagle, Grant, Pillsbury, Lapham, and McBean belong in this category. Because they live in a hilly western part of town, most members of Group I. have beautiful views of the Golden Gate Bridge from their six-foot-wide bay-windows.

Groups II., III., and IV. contain the many San Francisco families who decided at one time or another to leave town for the warmer air and longer-driveway possibilities of the countryside. Group II. moved twenty miles down the San Mateo Peninsula into the eucalyptus thickets of Burlingame, taking with it more of the old *nabob* attitude than anybody else still felt. The headquarters of this group is the Burlingame Country Club, perhaps the most community-dominating thing of its kind in the world.

Within Group II., the biggest and best-known families are the Crockers and the deYoungs. Strictly speaking, there aren't any deYoungs, because the four famous sisters who inherited the San Francisco *Chronicle* have all had their china wedding anniversaries by now. Mrs. Joseph Oliver Tobin, the second deYoung daughter, used to star in home vaudeville productions, and her own younger daughter, Nini, became San Francisco's first "society chanteuse," singing first at the Palace Hotel last February and then at the Clift. Mr. Tobin, who is one of California's best shots and most ardent sportsmen, says, with probably a good deal of truth, that he has killed 25,000 animals.

Groups III. and IV. struck out in other directions—the former to Marin County north of the Golden Gate, the latter eastward to Piedmont in the Coast Range foothills. "Marvellous Marin" is the slogan that lures people over to Ross village, in the afternoon shadow of Mount Tamalpais. On those queer days when it rains in San Francisco, it's apt to rain eight times as much in Marin; but, when it's foggy in the city, Marin can usually count on sun. This and the bridge are the selling factors, in spite of a Back Bay mustiness often thought to infect the county. Piedmont, where Group IV. went to live, is perhaps the most provincial of San Francisco's three dressy suburbs and takes the trouble (Continued on page 75)

Nancy Heyward, pretty San Franciscan débutante, with Thomas Page, listening to Nini Tobin

Monday lunch at the St. Francis: Mrs. W. W. Mein, jr.; her mother, Mrs. George W. Nickel; Mrs. Gardner Carpenter. Hats from Ransohoffs

LUIS LEMUS

San Francisco Street Scene

Flower-stands in steep streets; fresh breeze off the Bay; for San Francisco's cool summer, Mrs. Henry Bohling wears two platina foxes with her grey custom-suit from I. Magnin

Gin and Tonic

Question: How would you mix a famous Gin drink that had its first popularity in England and is an ideal summer thirst-quencher?
Answer: Pour a jigger of dry Gin into a rickey glass. Add ice-cubes and fill the glass with Indian Tonic Water. Add a slice of lime or lemon and serve to the thirsty

Mint Julep

Question: How is a Kentucky Mint Julep made?
Answer: Put five to seven mint leaves, uncrushed, and teaspoon of sugar syrup in silver cup. Fill half full of shaved ice. Add jigger of Bourbon Whiskey. Stir, fill with ice, add another jigger of Bourbon. Top with mint sprigs

"Golden Collins"

Question: How do you put together a golden summer drink?
Answer: Combine the juice of half a lime and juice of half a lemon, one bar spoon of powdered sugar, and two ounces of golden Gin. Shake well with ice. Strain into high-ball glass, add ice, and fill the glass with mineral water

Vermouth Cassis

Question: What long, cooling drink would you serve to some one who is of the apéritif school?
Answer: Vermouth Cassis; a most popular drink on the Continent. Mix three ounces of dry Vermouth with half an ounce of Crème de Cassis. Serve this mixture with ice in a high-ball glass or goblet

YOUR SUMMER

MORE BAR EXAMS ON PAGE 80

GLASSES AND SILVER, GEORG JENSEN, INC.; KIRK SILVER JULEP CUPS; BAR ACCESSORIES BY HAMMACHER SCHLEMMER

Under Twenty

Holiday clothes under $20 for you who are under 20 years

THREE outfits of a kind—that's the ideal for you who are Under Twenty. That's what we give you here. Three play-suits, three "little" dresses for general going-about, three cotton evening dresses. You need that many. So you can, for each occasion, have one on your back, one in the laundry, and one hanging fresh in your closet. So you can change about when you go, time after time, to the same places with the same summer crowd.

Whether you want to eke out your wardrobe-on-hand or start from scratch with a Fourth-of-July bang, these threes are lucky. Though every one is an ace, the antes are low. A starry piqué evening dress under $11. A piqué day dress under $6. A denim play-suit under $4. Making a clock-around wardrobe under $20, exclamation-point!

• Clothes on both pages: Russeks in New York; J. L. Hudson in Detroit

First: Red and blue stars on a white piqué evening dress, standby for moonlight and dancing. $10.95

Second: Glacial white piqué for the halter-neck dress; quilted red cotton for the jacket. Spend $10.95

Third: Red confetti-dots on a white cotton charmer—you'll take it often from its hanger. A mere $10.95

Not one, but three cotton evening dresses

First: Small-boy shorts, a long shirt, of Sanforized blue denim. No coddling required. Each, $1.95

Second: Neat knee-length shorts of fine-wale grey corduroy, $2.95. Long-sleeved cotton shirt; $2.25

Third: A flibbertigibbet skirt, a shirt of white cotton gabardine—good for your tennis. Total, $4.95

Not one, but three play-suits

First: Go-everywhere dress of grey-and-white rayon sharkskin. Red belt. $7.95. Red linen halo, $5

Second: Sunday-lunch dress that also spends week-days in town—beige Celanese rayon crêpe. $7.95

Third: Fresh-picked dress of red-dotted cotton piqué, for country dwellers, or week-enders. $5.95

Not one, but three "little" dresses

Hot weather—cool sewing

Designs for dressmaking

Above: Entertain at home—in shirt-waist blouse, divided skirt. The long-sleeved blouse might be of very pale blue crêpe. No. 7664. The skirt, 8260, of blue-and-white crêpe. (Both "Easy-to-Make")

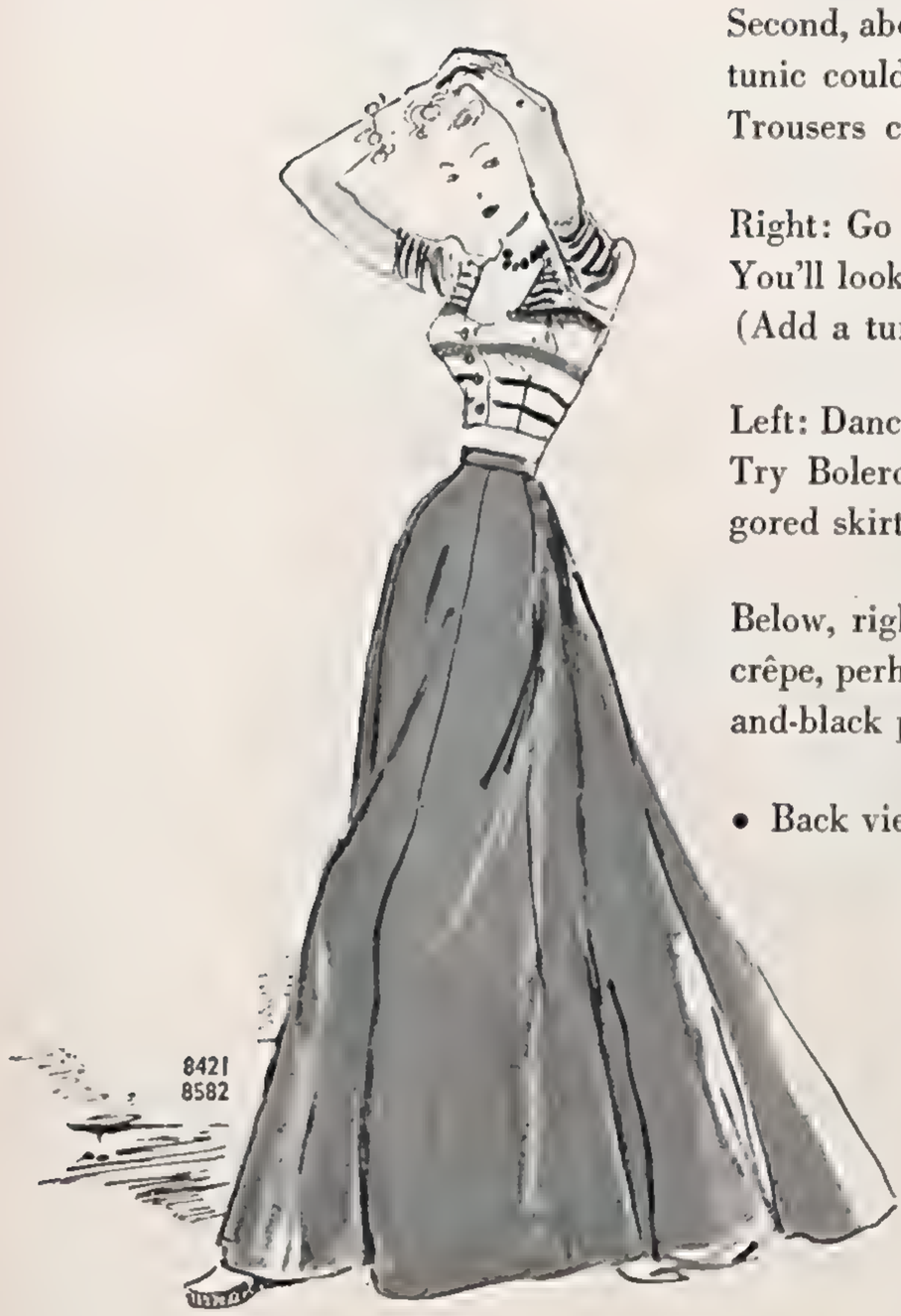
Second, above: Relax late in the day—into tunic and trousers. The tunic could be of light green crêpe. No. 8773; "Easy-to-Make." Trousers could be of light and bowling-green crêpe. No. 8774

Right: Go to dinner—in this dress with the new dolman sleeves. You'll look cool—you'll feel cool—if you use white jersey for it. (Add a turban to match; add some bright jewellery.) No. 8776

Left: Dance at the country club—in bare-waisted bolero and skirt. Try Bolero 8421 of lavender-and-white striped linen, over the gored skirt, No. 8582, of lavender linen. (Both "Easy-to-Make")

Below, right: Lounge on your terrace—in one-piece pyjamas of crêpe, perhaps. Bright yellow, say, for the shirt-waist top; yellow-and-black print for the wide trousers. No. 8701; "Easy-to-Make"

• Back views and sizes on page 78



For the BODY BEAUTIFUL

Presenting LADY SCHICK

THE NEW AND ABSOLUTELY SAFE WAY TO REMOVE *UNWANTED* HAIR

AT LONG LAST... the complete solution to one of woman's greatest problems! A safe, quick and pleasant way to rid under-arms and legs of unlovely hairy growth.

Lady Schick is the only electric dry shaver *expressly designed to meet the needs of exquisitely groomed women.* It removes un-wanted hair quickly, easily, safely. Without nicks or cuts to tender skin, without coarsening hair or delicate skin texture.

A companion cosmetic cream . . . Lady Schick Cream . . . used between treatments, is intended to lighten in color the downy new growth and to keep the skin smooth.

Outmoding risky and distasteful methods of hair removal, Lady Schick is modern, clean, speedy . . . and alluring in its effect!

Arms and The Man . . . a situation that calls for caution. Lady Schick and Lady Schick Cream groom you impeccably for evening gowns.

Locked out of the bathroom? Never mind! Lady Schick works equally well in boudoir or guest room. Plug in on any convenient electric outlet.

Beach Beauties beware of embarrassing hair on your legs! Lady Schick whisks it off safely, quickly and neatly! No fuss or bother. No cutting, nicking or abrading. It leaves your skin clear and smooth.

$15.00

Lady Schick and Lady Schick Cream come in a stunning suede case, aquamarine or ruby. Extra jars of cream, **$1.00.** By Schick Dry Shaver, Inc., Stamford, Conn., U. S. A.

NEW

a LOTION to remove hair effectively!

ZiP

Hair Removing Lotion*

A new — a radically different — a surprisingly easy and delightful way to remove superfluous hair . . . this dainty and fragrant viscous lotion that you simply dab on with the convenient sponge applicator, rinse off — and you're instantly free of under-arm or unsightly body hair! Perfected in the world-renowned ZiP laboratories, for years the pioneers in hair-removing science, this extraordinary lotion is utterly unlike anything you ever used before — as surely effective as it is simple and pleasant. Packaged in an exquisite white frosted bottle, the very sight of it is refreshing. Actually makes hair-removing a pleasure . . . sounds like magic — works like magic! . . . Available at cosmetic counters — 33c - 85c

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* PATENT PENDING

ZiP Cream Deodorant

A PHYSICIAN'S FORMULA

Actually eliminates perspiration and attending odors for one to three days. Simple to use. Just smooth a finger tip of cream under your arms.
Harmless to clothing. Attractive jar.
Large jar 19c — *Extra large jar* 33c

DISCOVERIES IN BEAUTY

"Tailspin" is the vertiginous name of the brand-new Lucien Lelong perfume. It will prepare you for the delicious, fragrant confusion of the perfume. The container is the famous Poker Chip

YOUR legs, thanks to bathing-suits, shorts, and ballerina play-skirts, can't help but be Looked At, this summer. Not that you'll mind, if you've had the foresight to make them up with Elizabeth Arden's "Velva Beauty Film." You smooth on this remarkable cream and sit back to admire the sun-warmed colour of your legs, the visible softness of the skin. Velva Beauty Film is like "liquid stockings." It comes in a variety of sun-tan colours and stays on, swim or no swim, till you wash it off with soap and water.

Revlon goes out of its way to be tactful—in providing you with a subterfuge for mad-money. In this case, it's a small, compact little bag, handsomely tailored in faille, shantung, or print, neatly lined in bright, contrasting colours, and holding Oily Polish Remover, nail enamel (pick your shade), and Adheron, which is a base. There are pockets inside for powder or comb, and perhaps a Revlon lipstick to match, and the little zippered pocket in the back for your mad-money is large enough for you to get quite mad, even with dollar bills! Need we add that Revlon has named their newest case "Mad Money."

As we seem to remember saying before, eau de Cologne is the dream refreshing agent. We like to think of it with a light, sweet, sharp fragrance, wholesome and fastidious, but submissive to perfume. Such a one is Delettrez' "Wild Flower Bouquet Cologne." It comes in a nice big bottle, so that you can slather it around luxuriously, which is the nicest way to treat Cologne.

"Liquid Sunshine" is the almost onomatopoetic name of Helena Rubinstein's new sun preparation. It's a thin, filtered, golden liquid, made of the lightest oils, and, of all pleasant things, fragrantly scented. It's smooth and non-sticky, and is a combination burn-preventive and tan-inducer. You can make up over it if you like, or, as your tan deepens, leave off powder entirely. While of secondary importance to its beneficial properties, the fact that it is fragrant is our idea of a happy, happy thing.

VOGUE STUDIOS

Helena Rubinstein's "Liquid Sunshine" is a golden liquid with definite protective qualities. See the text above for details

SAN FRANCISCO

(Continued from page 66) to have the loveliest gardens in northern California.

Group V. is the category that would come closest to being called San Francisco's café society. Many of its affiliates would probably scoff at being drafted into such a thing as a social category, and, as a matter of fact, it is only while this article lasts that they need feel herded together at all. Group V. often takes recruits from Groups I.—IV. The greatest achievement of Group V. has been to see in people's work, in their thinking ability, and in their conversation, even surer powers of magic than gold used to exert by itself. Members locate one another without trouble at Maurice Evans' first nights on Geary Street, at the Courvoisier Art Gallery's cocktail parties, at late suppers for Eve Curie or Raymond Massey, at the Saturday-night symphony concerts, or at anything whatever that promises informational fun.

THE INVISIBLE MEN

William Saroyan, incidentally, is one of San Francisco's three important writers, all of whom keep themselves well hidden. Saroyan has no telephone, and practically never gives out his address. For six years, Eugene O'Neill has been writing nine plays across the Bay in the small town of Danville; and Mrs. O'Neill, the former Carlotta Monterey, never lets her spouse answer the phone if she can help it and only rarely allows him to take in a ball game in San Francisco. John Steinbeck, who lives on his ranch fifty miles away at Los Gatos, has no known curiosities about city life. The town's visible *literati*, on the other hand, are headed by Charles and Kathleen Norris, who sit in Box A during the opera season and are confirmed party-goers.

Many of the people who fit into San Francisco's cosmopolitan faction are employed doing the very things their group talks and thinks about most. At thirty, Paul C. Smith is general manager of the *Chronicle*, whose Pulitzer Prize-winning reporter, Royce Brier, now writes as lucid a daily war summary as any. William Wurster, a product of the University of California School of Architecture, is designing some small houses noteworthy for sane, economical, and livable modernism. Dorothy Liebes, who bossed the big Decorative Arts show at last year's Fair, goes on weaving drapery fabrics in her Powell Street atelier, which end up in the choicest interiors from Palm Beach to Honolulu. And Nicol Smith, San Francisco's character-at-large who combines the best talents of Marco Polo, Baron Münchausen, and Ward McAllister, wrote the non-fiction best-seller, *Burma Road*, and spins his adventure yarns on lecture tours of a hundred U. S. and Canadian cities.

But of all the marvels of San Francisco, the most captivating is its beautiful women and the way they turn themselves out. Trained on the inveterate high style of shops like Magnin's and Ransohoffs, they are certainly among the best-dressed women in America—and, at the same time, practically well-dressed. Fantastic hats are their most celebrated failing, but their clothes are unfussy. A simple, well-made black dress is the famous San Francisco standby—for morning or afternoon, summer or winter, débutante or dowager. The even, none-too-stifling climate of the city as a whole has an important effect on the wardrobe of a woman who has to care what she spends on clothes. In summer, she can wear a light-coloured wool dress because it's light-coloured; in winter, she wears it because it's wool.

The arts flourish in San Francisco. The city has three big and good art museums, which is probably a record; a first-class symphony orchestra, presided over by "Papa" Pierre Monteux, whose programs are brilliant juxtapositions of the classic and the new; and a lively opera season every autumn. This year, the specialties will be "Der Rosenkavalier," with Lotte Lehmann as the *Marschallin*, and rococo sets by Jane Berlandina; and "The Girl of the Golden West," which, for the first time ever, will be sung in English.

In the matter of the spoken drama, the town is not quite so progressive. San Francisco theatregoers are wary of anything overtly odd or unusual ("Our Town," for instance, was a flop), but go overboard for the solid Broadway hits and star names like Katharine Cornell or Helen Hayes. They are violently opinionated; the intermission periods at a dressy opening at the Geary or Curran are as important as the play itself, and the noisy vehemence of the amateur critics invariably overflows across Geary Street into the Somerton bar.

THE BARBARY COAST

San Francisco has from the beginning been a famous drinking resort (the Cocktail Route of the 1900's was a sample of pub-crawling on a magnificent scale), but, for some reason, the town gets along without a really swank night-club. People like to drink informally, without any hovering head-waiters around; and they patronize such unstiff, jolly places as John's Rendezvous, where you can sing your head off in a wine-cellar bar down-stairs, and the Music Box, where the Duncan Sisters have been putting on a floor-show that is vaudeville at its rowdiest.

Hotels are the real nerve-centre of San Francisco's party life—the historic Palace, where the Spinsters and Bachelors give their annual balls, lasting well after dawn; the St. Francis, with its unalterable tradition of Monday lunch (ladies only); the Clift, which is hopefully starting a tradition of Sunday-night supper in the Terrace Room; the Mark Hopkins, perched high on Nob Hill, whose sky-room bar offers a view of a city unrivalled anywhere.

San Francisco is a seaport town and a frontier town, and the beauties of it take you by surprise forever. Its history is a record of intensities—of exciting events like the Earthquake of 1906, flamboyant individuals like Emperor Norton and Lola Montez, and furious clashes of interests. Probably as useful a thing as any about the hills of San Francisco is their ability to panic Eastern newcomers. But in a mystic sense, these same terrifying ups and downs signify the spirit and the pace of the city built around them.

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HOW THE POETS PRAISED WOMEN

(Continued from page 58) with her proclivity for infidelity?

"Aye, and by Heaven one would do the deed,
Though Argus were her eunuch and her guard."

Surely the women of Shakespeare's day must have been superb. Not the gentle "Angel in the House" of the Victorian era, nor yet like Beatrice "the most exalted lady loved by man," but full of the very versatility Shakespeare mirrored. So, too, must their position have been high to win from the poet Brown such noble and honest appreciation as the Dowager Countess of Pembroke did.

"Sidney's sister, Pembroke's mother;
Death, when thou hast slain another
Fair and learn'd and wise as she
Time shall throw a dart at thee."

Here was something added, something subtracted, from the exalted passion of Dante who swooned for love of Beatrice when he was nine, and cried out that "the city sat solitary" for him when she was away from Florence. Dante was the turning-point in European culture, a majestic troubadour from those delicious Courts of Love, where minstrels, *jongleurs*, and troubadours held forth, and each lady had "one or two lovers besides her own dear lord."

Dante represented the transition from flesh to spirit. He was the first great poet to lift his head, and the loveliness of women, above the ages, since the advent of Christianity. Through Beatrice, he expressed the new ideal. It is Beatrice who led him up through the Seventh Heaven to the core of the inverted Mystic Rose...who endowed him with the power to ascend Paradise. Scoffed at by his contemporaries, Guido in particular, for the disparity between his way of living and the ideals he expressed, he found salvation in his worship, through Beatrice, of the Blessed Virgin. As Yeats wrote,

"He found the unpersuadable justice and he found
The most exalted lady loved by man."

One is loath to speak knowingly of Dante, for mine is one of the little *barques* he warns off from his "singing keel," when he is about to begin that voyage to Paradise. How is it, that, though he wrote the greatest love poem in the world and of "the most exalted lady loved by man," Dante, like Homer, is not a woman's poet?

"Like a bubble sung out of a linnet's lung" are the lyrics of Burns, masterpieces of spontaneity and simplicity whose praise is indirect, but unlike Homer, intimate and full of wonder.

"Oh say ye bonnie Leslie
As she gaed o'er the border?
She's gone like Alexander
To spread her conquests further."

This is an immeasurably greater tribute to bonnie Leslie than Petrarch's to his Laura who "evaporates in praise." Surely no lady would give thanks for that!

Now it would ill become me, if I omitted my own countrymen from a catalogue of such praise. If excuse were needed I might fall back on the old metrical maxim.

"For acuteness and valour the Greeks,
For excessive pride the Romans,
For dullness the creeping Saxons,
For beauty and amourousness the Gaels."

Yeats, the arch-poet of modern times, writes in praise of women that he is unable to praise them. The women, shaped and given flesh by his imagination, are too transcendental; they are women of moonlight and dreams. Of such a one he writes

"Oh cloud-pale eyelids, dream-dimmed eyes,
The poets labouring all their days
To build a perfect beauty in rhyme
Are overthrown by a woman's gaze."

More than a thousand years ago, some unknown chronicler "laboured," too, to build a perfect beauty in rhyme in honour of Etain, the Fair.

"Now the High King of Ireland was going over the green of Bri Leith, and he saw, at the side of a well, a woman with a bright comb of gold and silver, and she was washing in a silver basin, having four golden birds on it, and little bright purple stones set in the rim...she had on her a dress of green silk...and the sunlight falling on her hair was like the yellow flags in summer, or like the red gold after it has been rubbed. Her soft hands were as white as the snow of a single night, her eyes as blue as any blue flower, and her lips as red as the berries of the rowan tree, and her body as white as the foam of a wave. The bright light of the moon was in her face, and the highness of pride in her eyebrows, the light of wooing in her eyes, and when she walked she had the step that was steady and even like the walk of a queen."

What brightness has left the earth! And what relish of glad colour and the pride of life!

It is hard to praise, or even describe, the modern woman. In her dream of herself, she is making, even as we look, a new kind of beauty. It may take years before the type which woman is creating for herself becomes hereditary, legendary, and evident to the poets, who are still dreaming of the "face that launched a thousand ships." As I have not many acquaintances, I have to be satisfied with the visions of this new loveliness which is materialized in the mannequins in the windows of great stores. I know a most modern beauty in a central avenue.

"She has a most disdainful air,
And hollow cheeks and long-lashed eyes,
And shoulders flat and high and square;
Her poise is cold and worldly wise.

One hand pulls on the other's glove
With arms of aluminum;
Her loins could make a townsman love;
But could not make a Dutchman's home."

It is a difficult and austere beauty, languid, distinguished, and artificial. And I, for one, do not object to the artifice, for the poet said "One must labour to be beautiful." She is a priestess of Beauty...even when it is only her own. Meanwhile, all a poet can do is to be ever on the alert for beauty, and be ready to "praise whatever is well made."

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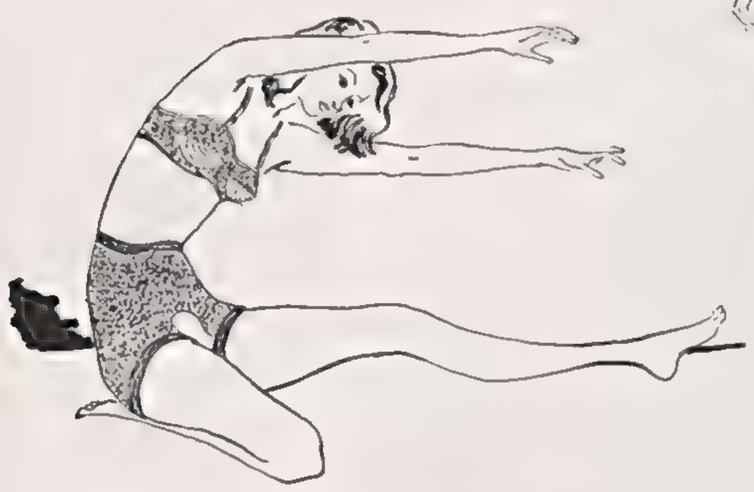
YOUTH CONTROL

ON the brink of summer—and one way you young things can keep cool is to wear a girdle that's light, non-fettering, and pretty. (Things that *look* pretty and fresh always seem cool.) Here are five of the lightest, youngest, prettiest...and they're all priced so inexpensively you can afford to own two or three of them.

Frivolously ruffled with net and lace—Vanity Fair's feather-light girdle for dress-up. Of net woven with "Lastex." Inviz-a-grip garters. Saks-Fifth Avenue



Lace with "Lastex" pantie girdle, nice for sports or evening clothes. Brassière of lace with a satin uplift. Both by Van Raalte. At Bonwit Teller

Cool, feminine eyelet embroidery—borrowed from your dresses—now panels this lace with "Lastex" pantie girdle. By Kayser. From Arnold Constable

Pantie girdle of lace woven with "Lastex," with a centre panel of double rayon jersey. Elastic bands the legs snugly. By Luxite. At Franklin Simon

Gaily polka-dotted pantie girdle for the very young. Of satin with "Lastex." Lace-edged bandeau of Bemberg rayon. Both by Western. At Bloomingdale

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CLASSICAL SCHOLAR

(Continued from page 39) "Some God did this."

Having thus quoted a commonplace classic phrase, let me branch off to another admirable quality in the work of our greatest modern writer. He knows his classics. Time was when every educated Englishman knew enough of Latin and Greek to use classical quotation and allusion in familiar fashion. It was the mark of the English world from the end of the seventeenth to the middle of the nineteenth century.

Well, Mr. Wodehouse in this respect fills the bill and *is the only writer we have who does so fill the bill.* He carries a sufficiency of classical reading in the dead languages and in his own to inform all that he does: and he carries it lightly as it should be carried; for there is no more absurd figure than the pedant or the man who, having covered a wide field of classical reading himself, demands the same standard of others or thinks himself superior for that academic advantage.

What you need in the general writer is the very negation of pedantry in this affair of the classics. You need two things—a sort of widespread general acquaintance with the masterpieces of literature inherited from the past, but accessible to men of our time and place, and you also need a sort of mixture of memory and judgment which gives you the power to apply your knowledge for the advantage of the reader.

It is the business of the writer to advantage the reader and not himself. He is not there to advertise his erudition, but to put it at the service of other men; and this is certainly best done when it is done at once, appositely and lightly.

It is remarkable that among our contemporaries there is no one save Mr. Wodehouse who uses the classics thus. He uses them so that the vast ignorant majority hardly know the classics are being used at all, and he always uses them exactly and to the purpose. You will find him over and over bringing in by allusion, without emphasis, as though it were part of some sentence of his own, not between inverted commas, the blossoms of old thought; and nine times out of ten he does it in an admirable spirit of comedy.

I was told by a friend that an acquaintance would use random pages of Mr. Wodehouse's work by way of testing boys of the older forms at his school, making them spot the classical allusions from the dead languages (which nearly always appear in a modest English garb) or from the great writers in our own tongue. It seems an adventitious use of so great a talent, but it will serve. I myself have been given passages from the immortals for translation and even for parsing. They did me no good. But what does good to the young in the matter of the immortals is learning by heart; and I can believe that if one public man out of a hundred to-day could recite from memory even two of the shorter Odes of Horace we should be in a better case than we are now in this year of 1940.

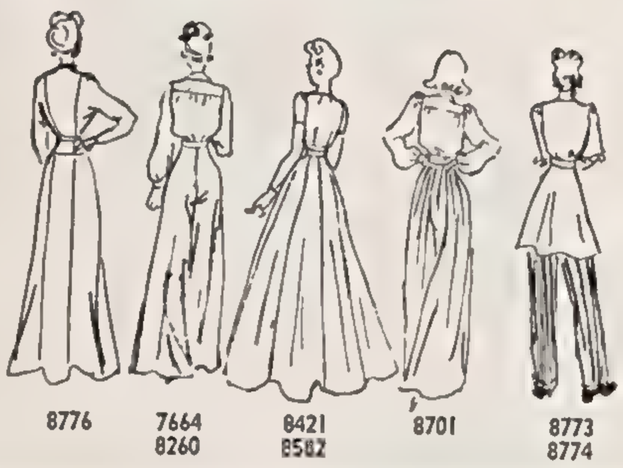
Every writing man who excels in his own trade has some one special excellence. That of Mr. Wodehouse is quite certainly a command of metaphor and simile. It is more than a command of these; it is a riotous wealth therein. He never fails to find that application of similarity which intensifies the life of anything that is said.

His use of metaphor and simile —vivid, exact, driving with life—never fails him. It never fails those readers who, like myself, read him in constant expectation of such joys. His simile and metaphor give a recurrent vitality to every statement, every description, every mention of what his characters do. And mark this: no one else can do it. Our modern stuff is packed with common simile and metaphor worn threadbare. None of it really sticks. Now and then you find one phrase which can be quoted by the jaded as an epigram (and when they quote it they are so proud of the discovery that they quote it again and again); now and then some one exceptional parallel becomes famous. But it is the glory of this writer that his fountain of illustration by apposition is continuous. That fountain would seem to be inexhaustible.

Speaking of this, let me note another quality, which is the fullness of that river's flow. This is another thing from its continuance and its spontaneity. (Continued on page 79)

DESIGNS FOR DRESSMAKING

These are back views of the Vogue designs on page 72. Designed for sizes: 8582, "Easy-to-Make," and 8774, in 25 to 34 waist. 8260, "Easy-to-Make," 25 to 36 waist. 7664 and 8701, "Easy-to-Make," 12 to 20 (30 to 38); 40 and 42. 8421, "Easy-to-Make," and 8776, in 12 to 20 (30 to 38); 8773, "Easy-to-Make," 14-16; 18-20; 40-42



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CLASSICAL SCHOLAR

(Continued from page 78) I called it "the fullness of the flow" because it always tops the bank, doing all that is required of it, but never over-spilling.

Now here let me admit the devil's advocate. Mere praise may grow tedious. If it is justified the reiteration of it does not matter; on the contrary, it sinks in the better, does praise—justified praise—by its reiteration. But the critic who praises and only praises may be asked whether he has not something to set on the debit side, which something he has omitted.

Of course I have! There is to be set on the debit side against all this appreciation of the man who is doing the best literary work of our time the volume of his writing which does not pretend to be on the same level as his greatest results. But I have said as clearly as I could that when you are judging a master-craftsman of your own craft, you judge him by his summits. For your concern is with his product, not with himself.

No foreigner can understand Jeeves. Indeed I could quote examples of foreigners who attempted to draw pictures of Jeeves by way of illustrating foreign editions of the masterpieces to which Jeeves gives Eternal Life. Those pictures are no more like the rich young man's valet of to-day, the sober Master Servant and philosopher of the junior English plutocracy at its close, than the statues of the Lichfield restoration are like the men of the Middle Ages; or than dons' talk about the sixteenth century is like the boiling passions of that crucible whence all our present glories and misfortunes proceed.

The foreigner is our guide to posterity, for posterity is a foreigner to us. If the foreigner can not understand the things we do and say, neither (in another way) will posterity understand those things. But, after all, the foreigner buys Mr. Wodehouse's work, I am glad to say, by the million—especially the English-speaking foreigner. Therefore, it is to be believed that the triumphs of this writer will survive and that when I have called him immortal I have not exaggerated beyond what is permissible to a wanderer's pen.

Further, the particular world which Mr. Wodehouse has half created, half recorded, is already almost gone. England will never again be the England of the public schools. The amiable, very brave, first-rate companions who filled the Drones' Club (and much of my own life) are overshadowed by a coming cloud which encircles their heads with a dark shade indeed.

It may be that some very short while hence, perhaps not more than a decade, the flood will cover all this and it will have sunk out of sight forever. It may be (it more probably will be) that effigies carved of such hard material will endure. I know not, nor does any other man. But I must give my tribute to the best craftsman of my day in that craft whereupon my own laborious days were spent.

Laus, Honor et Gloria.

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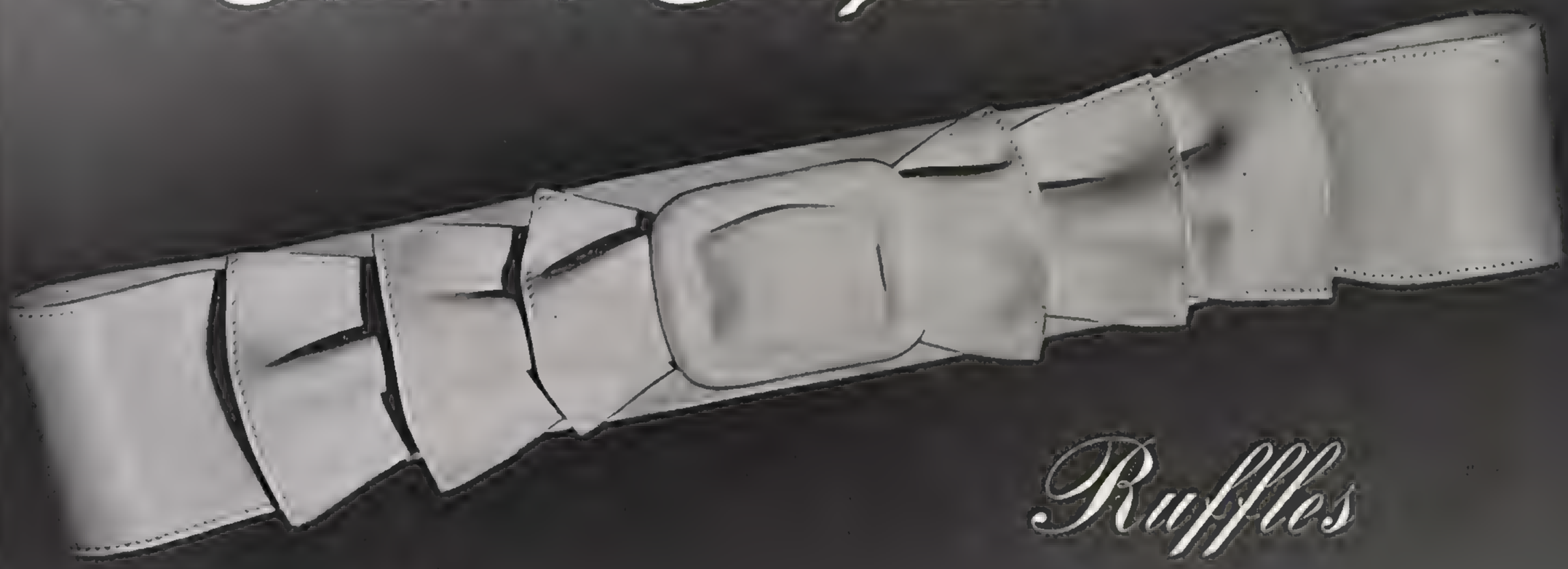

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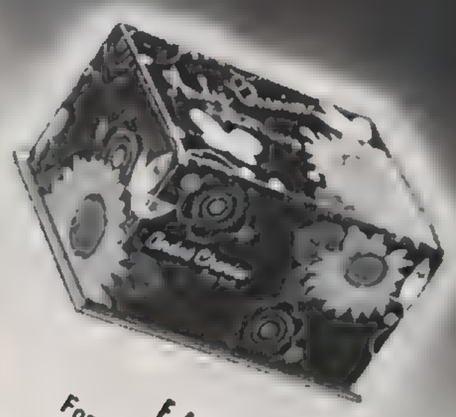

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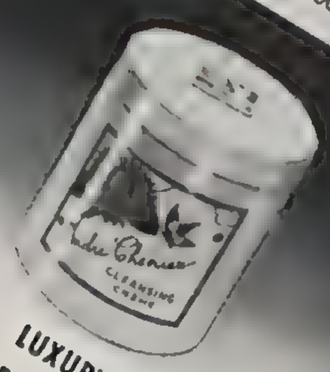

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YOUR SUMMER BAR EXAMS

VOGUE STUDIOS

White Mint Frappé. For the coolest liqueur in the world, pour crystal-clear white Crème de Menthe over shaved ice. Serve in wide liqueur glasses

ON pages 68 and 69, you find the questions for the 1940 Bar Exams, together with all the answers. In fact, we not only give the answers to this business of summer drinking, but we practically furnish you with charts, since each photograph includes the ingredients for the drink it illustrates and the accessories for mixing it. And those accessories are worth some special consideration.

SOME DRINKING ACCESSORIES

The electric shaker, for example, that appears with the Heublein's Club Daiquiri Cocktails, will achieve that film of ice atop your Daiquiri that you thought you would never see outside of Havana. (And if you don't use an electric shaker for your Daiquiris, always be sure that the ice is pounded or shaved, and that the drink is shaken, shaken, shaken.)

The ice crusher that you see above in the Crème de Menthe picture is one of those that really works and can be screwed onto any table or shelf. Another wonderfully helpful accessory for preparing summer drinks is a knife (not illustrated) which has a very businesslike two-edged blade, one for cutting and the other one for peeling. And the bar table supporting all the ingredients for the Planters' Punch is still one of the best of its kind—handsome, collapsible, and capacious.

The silver Mint Julep cups are classics, and give your Juleps a final touch of authority. The Julep recipe is a classic, too, but don't think for one moment that we claim it is the only way to make a fine Julep. We just say that it is the recipe from the Pendennis Club in Louisville, Kentucky, where they are pretty famous for turning out masterly Juleps.

If you want to crush your mint leaves or put rye in your Julep, go ahead —it's your drink. However, we think those intending to major in Mint Juleps should be warned in advance that any one who adds any extraneous bits of fruit to a Julep will automatically be flunked in the entire bar course.

A NON-ALCOHOLIC BEVERAGE

Of course, it is possible that you aren't really interested in passing your bar exams, and there are always guests who major in long, cool drinks without alcohol. In that case, one of the most pleasant, cool, and simple solutions is Pineapple Mint.

The rules for producing this midsummer libation are very simple and require a modicum of effort on a hot day. Put Dole's Unsweetened Pineapple juice in a shaker with pounded or shaved ice and sprigs of crushed mint and shake like mad. Serve with a spray of mint in the centre and recline on a padded garden chair while drinking.

THE OLD HOME TOWN

(Continued from page 63) looking to the vineyards for something I hadn't understood long ago. Last night I learned that a great part of what this town is, wherever I go, is the sky, and the way day comes to its end here, and the night-time sky, faraway, clear, sudden, and full of loneliness.

Early this morning I walked to town down Ventura Avenue over streets I walked twenty years ago. I found nothing changed but a few signs on a few buildings, a few trees lost, a few new ones come, a few grown greater, a house fallen into disrepair but still inhabited, the porch in decay. The silence is the same, and it is broken the same as twenty years ago, by the coming and going of trains.

From Ventura Avenue to Tulare Street I walked on the Santa Fe railroad tracks, and from north going south came the freight train. When it reached me I couldn't believe the years had gone by, and I knew a man will go out of this world without ever finding that largeness and wholeness in the living and in himself which was the cause of all his longing when he was no more than ten years old.

While the train was going by, I knew that a man will go away without ever having reached anywhere, he will die time and again before he stops breathing, and he will be alive only because he is not dead, and never will the image of loveliness just beyond all things, all ends and edges, over and above and within, cease being in his sleep until he is truly one who is no longer alive, and no longer able to dream at all.

Insist ON "PIPER"
PIPER-HEIDSIECK
Champagne
NOTHING LESS WILL DO
BROWNE VINTNERS CO., INC., N. Y.

ENJOY FLAVOURFUL DRINKS?

. . . Then you'll relish a genuine Planters' Punch, mixed as they make them in Jamaica! For the authentic recipe—
The Rum Must be
MYERS'S
"Planters' Punch" Brand
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For free booklet of over 80 authentic rum recipes, write to
R. U. DELAPENHA & CO., Inc.
Agents in the U. S. A.
Dept. J-1, 57 Laight St., New York

SOMETHING KNITTED, SOMETHING NEW

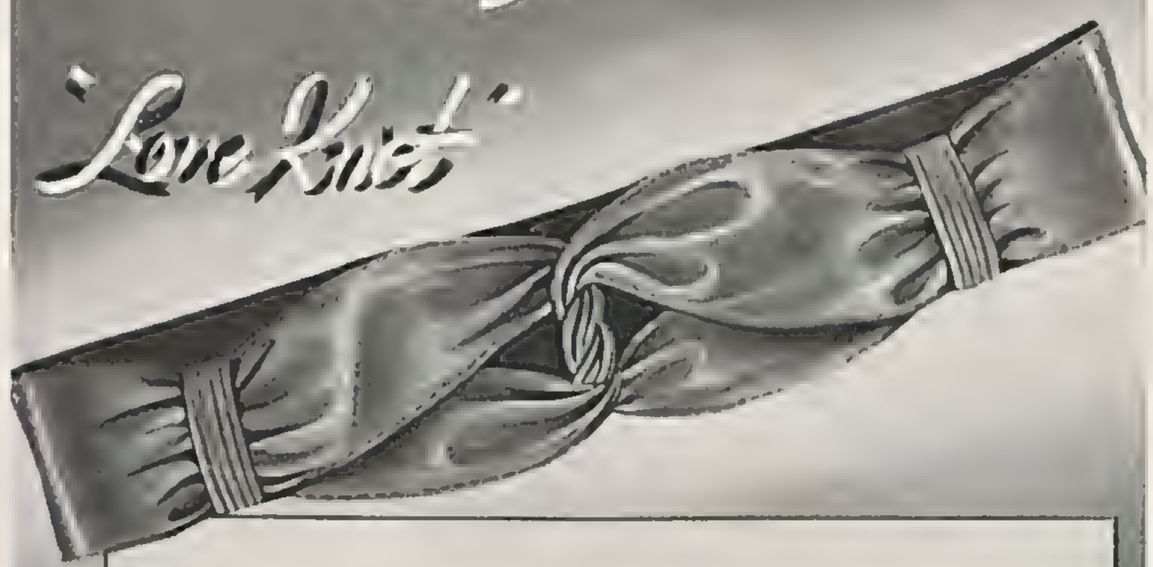
The little knitted suit—the kind you slip into for coolish travel by sea, perhaps. This two-piece one is of palest blue angora, its fitted jacket slightly bloused in back. $29.95. From De Pinna

The little knitted dress—you pack it without a qualm...it emerges with never a wrinkle. It's of natural and cocoa-coloured linen-and-rayon yarn. About $25. At Bonwit Teller

VOGUE STUDIOS

The little knitted suit—the kind you wear for not-so-warm days in metropolis or Northern resort. The skirt is in navy-blue, the top in navy-blue and white. About $35. At Bonwit Teller

BELT of the MONTH
A Schaffer Original
"Lone Knit"



The Greeks had a word, we are sure,
For a belt that's as handsome as this is . . .
Such styling — such verve — such contour —
Flattering to each Miss or Mrs.
Americans have an expression
When they wish to convey fashion's peak.
It's "By Schaffer" — and gives the impression
Of belts that are brilliantly chic.

GLOVSKIN • Smartest colors • At leading stores everywhere. $1.50

Schaffer

SCHAFFER BELTS, Inc. Fifth Ave., New York
World's foremost manufacturer of quality belts for women

The RAINBOW
Hard sole, $4.50

SOMEWHERE . . . ORDER THE *Rainbow*

AT your favorite store ask to be shown this gay, new summer-time slipper—the RAINBOW. See how trim and sleek it looks on your foot; how cool and comfortable it is. You'll find it's been made to fit, too. But, to make sure, look for the name Daniel Green on sole. DANIEL GREEN CO., Dolgeville, N. Y.

DANIEL GREEN
Comfy SLIPPERS

VOGUE COVERS THE TOWN

Individuality in frames

You will be surprised when you go into the F. A. R. Gallery on Sixty-First Street to find that, by some pleasant alchemy, the pictures are looking at you, not you at them. This is partly accounted for by Mr. Roth's taste in his selection of reproductions and the frames that he creates for them, which suit both the spirit and subject of the painting.

Some of these frames are hand-carved and hand-painted and merge happily with either an Italian primitive or a Van Gogh. If you doubt this, see the F. A. R. exhibition of nineteenth-century French masters.

Incidentally, camera-fiends will leap when they hear that F. A. R. has at long last framed photographs the way they should be framed, and that means an individual frame for each photograph. One we saw was hand-bound in wicker...just the right informality for a photograph.

Bill's Gay Nineties

In these days of little laughter, it does not seem so macabre to enjoy the songs of the Gay 'Nineties. That was the fabulous period when vulgarity was worn jauntily as an over-sized diamond ring in a gold claw setting...and for Father's Day an elegant gift might be a golden tooth-pick. In mood and manner, Bill's Gay 'Nineties, at 57 East Fifty-Fourth Street, recaptures the period we all love to think upon.

Gus Wicke, the bass who leads the Gay 'Nineties quartette, is one of the throatiest gentlemen it has ever been our pleasure to hear, and Spike Harrison, the singing comedian, convulsed us in a satisfactory way. After a stuffed-shirt evening, go to Bill's Gay 'Nineties and sing, "A Bicycle Built for Two," or "Take Me Out to the Ball Game"...and you'll begin to feel better about everything.

Item for Bibliophiles

There is infinite tragedy in the fact that France, during these hours of struggle, has brought out a great contribution to the cause of art. *"Les Très Riches Heures du Duc de Berry,"* that magnificent calendar that is one of the great glories of French art, has been reproduced in full colour in the April-July issue of *Verve,* the French art quarterly.

Here those of you who would have journeyed to the Condé Museum at Chantilly to view the originals, can now see this astonishingly authentic reproduction, and you who could only have wished to make that journey can purchase the book for a very small price.

Henri Malo, curator of the Condé Museum, has written the explanatory text. In each of the reproductions is shown mediaeval life; the elegance of the costumes, the architecture of the beautiful châteaux; the customs so long forgotten. A secret process has made it possible to recapture the lapis lazuli and the ultramarine of the originals.

If you are unable to find this book in your book-stores, it can be ordered from the American representative of *Verve,* Jeanette Rocart, 40 East Forty-Ninth Street.

Modern Polish Art at the Fair

The Polish Republic has taken over an extra building to exhibit their very important collection of Modern Polish Art. There are forty-five exhibits in this collection, all done by outstanding Polish artists during the year between 1938-1939.

The Paderewski bust in bronze by A. Karne is considered one of the truest likenesses of that famous man which has been created. There is a panel by Stryjenska, portraying a banquet in the home of a rich city-dweller of the sixteenth century...*sic transit gloria mundi!*

There is a memorable section of Polish tapestries done in the centuries-old technique of Polish Kilins. An interesting landscape by Kedzierski Polesie, "Fishing Port in Hel," portrays the bay of Danzig.

Using the Art Show as a background, there is the Polka Tea-Room, with individual tables, individual trays, really quick service, and delicious sandwiches, desserts, and the milder beverages.

Parade of historic ships

Not as they went down to sea in those long past days, but in model form, one can see some of the ships that made history. They are at the Marine Museum of the City of New York at Fifth Avenue and One Hundred and Third Street.

Each era of New York's shipping is portrayed—from Henry Hudson's *Half Moon* to the palatial liners of to-day.

There is a fine model of Robert Fulton's paddle-wheel steamer, *Clermont,* intricate and beautiful models of the *China Tea Clipper, Cutty Sark,* of a Dutch *Jacht,* and others. Perhaps most fascinating are the figureheads from the *Constitution.*

Roller-skating

The new roller-skating rink at Rockefeller Center is, if we may coin a phrase, rolling merrily along. It is the erstwhile ice-skating pond at the Plaza—the only rink in the world suitable for both ice- and roller-skating without necessitating the reconstruction of the entire surface.

With the whole country—from Newport to Hollywood—buckling on its skates, it seems not too inappropriate to remind you here also of the Columbus Circle Rink (Broadway at Sixtieth Street). Skates can be rented at the rink—which is open from about two p. m. until almost midnight—with a special Midnight Session on Saturdays.

"FLANEUR"

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AUTUMN COLOUR—AUTUMN WOOLLENS

Important colour families for store promotions. Fabrics are shown on the next pages.

BLACK

First black! And very interesting black, too.
There will probably be a great many black-with combinations, this autumn.
Many may be the expected bright contrasts.
Many, too, will be more subtle: black-with-navy-blue, black-with-taupe, black-with-cordovan, black-with-beige.

BROWN AND BEIGE

Next to black—brown! It really has arrived at last, after the usual high-fashion preliminary bouts.
When we say brown is next to black, we mean the whole brown family.
This includes: dark staple browns, cocoa-brown, caramel, ginger, taupes, rust-browns, cordovan (the leather shade).
Beige with bright accents will also be very important: rose-beiges, yellow-beiges, and olive-drab shades for high fashion.

GREEN AND BLUE

Greens are split into three factions: first, the blue-greens—teal, peacock, stone;
Second, the yellowed or moss-greens. Olive-greens frequently with pink for tweeds.
Third, a rich dark green, very smart this year.
Blues have had great success, especially in the greyed casts, whether light or medium.
Clear brightish medium blue is also shown.
Navy-blue will probably be very chic, perhaps navy-blue twill with black.

RED, SPECIAL COLOURS

Red continues: many interesting new richer wine shades; deep brown-red; rust.
Greys have popular emphasis on the natural or mixture greys.
Select interest in dark gun-metal or eel greys.
Plum, purple, grape, prune, violet are very strong in tweeds—and new again!
Bright gold-colour and strong dirty yellow for wear with fur coats.

ACCENTS

The picture is one of muted colours.
Undoubtedly, one or two bright shades will add a dash to autumn clothes.
Yellow should be one of these accent colours.
Orange will probably be another. Watch it!
Red will continue as accent-in-chief.

WOOLLEN SURFACES

The textures of the new dress woollens are butter-smooth, with weave interest, but little surface interest.
Many of these are softened by rabbit's-hair.
Rabbit's-hair is used in great quantities, not to fuzz the surface, but to add richness.
Many very thin, calmly surfaced dress woollens have a grainy, sandy feeling.
Duvetines, or duvetine-type materials, are excellent for smart winter coats.
Even bouclé coatings have a great restraint.
Tweeds seem bolder and more imaginatively coloured than ever before!

AUTUMN FABRIC SAMPLER

Tweeds

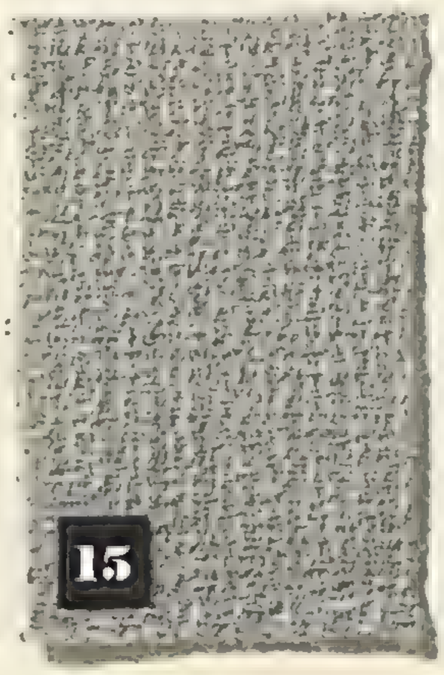
1. We show just the joining of a very wide herring-bone pattern—half of it white and brown, half of it pale blue and brown. Philip Flanagan.
2. Natural and white, woven diagonally, and used for a coating and a companion dress fabric. Both, unmistakably, the work of S. Stroock.
3. A colourful check in green, brown and white. A gay, though classic pattern, perfectly at home on this tweed. Harris Tweed Representative.
4. A soft pastel blue is contrasted with cocoa-brown to make this herring-bone pattern, with a brushed surface. Warren of Stafford.
5. Bright colours—blue, green, rust—make a classic pattern over a white ground. Harris Tweed Representative.
6. A strongly coloured tweed in a bold plaid. Both the colours and the design suggest it as a sports coating. Philip Flanagan.
7. Several pastels and a dark wine-brown are woven together to make these three interesting companions. From John Barr.

Coatings

8. Bouclés fit best into the autumn fashion picture when they are restrained in weave. This good type is from Forstmann.
9. One of a group of sports coatings in regulation khaki colour, of the same wools used for government specifications. Pola Stout.
10. Camel's-hair (and wool) goes on smartly year after year. Here is a very good example, from Warren of Stafford.
11. A soft, soft duvetine with a subtle self-stripe—excellent choice for a town coat, we feel, and noteworthy in taupe. Hockanum.
12. One of the very important duvetine family. This coating has a worsted stripe. From Botany.
13. This duvetine coating has, if you look closely, a wavy design in its weave. From Pacific Mills.
14. A bouclé, so finely woven as to look almost like a duvetine. This coating is from Pacific Mills.

Dress and Costume Fabrics

15. Contrasting thick with very thin yarns gives this sheer wool and rabbit's-hair fabric an interesting surface. Lorraine Fabrics.
16. A pastel plaid for this dark grey woollen. It, too, uses this season's favourite, rabbit's hair. Lesur.
17. An extremely sheer worsted crêpe, excellent for blouses and evening wear. Napthalated worsted, from Arlington Mills.
18. This tiny check is one of a vast and attractive family of pink-and-olive-green woollens, dress weights and coatings, all from S. Stroock.
19. Black, white and grey mixture stripes are enlivened by a pastel pink stripe. From Hockanum.
20. A sheer worsted and rabbit's-hair crêpe—in a "jersey" weave. It's a Napthalated wool and worsted, from Arlington Mills.
21. The ubiquitous wool-and-rabbit mixture! This fine example has a self-colour over-laid window-pane check of bouclé. From John Walther.



22. Wools are distinctive in weave, even though there is not much surface interest. Here is an excellent one from Forstmann.
23. A bright yellow (and yellow's an important contrast) makes a sheer check for this heavier, natural grey woollen. Lesur.
24. Back-to-school go many of this autumn's jerseys. This natural wool jersey is printed with a bright-coloured plaid. Wm. Heller.
25. The duvetine surfaces are not only confined to coatings. Here is wool crêpe, with a duvetine surface. McCutcheon's Wholesale.
26. This is an interesting weave which is softened by—surprise! not rabbit's, but goat's hair. McCutcheon's Wholesale.
27. A very sheer, natural grey mixture (and natural greys are important this season), brightened with an over-plaid. John Walther.
28. This unusual raised stripe comes up in a lighter tone than the ground, in brown with cocoa, interesting combination. Botany.

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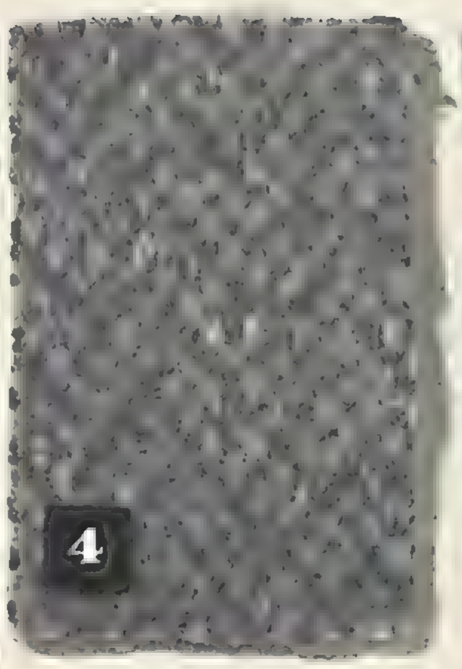
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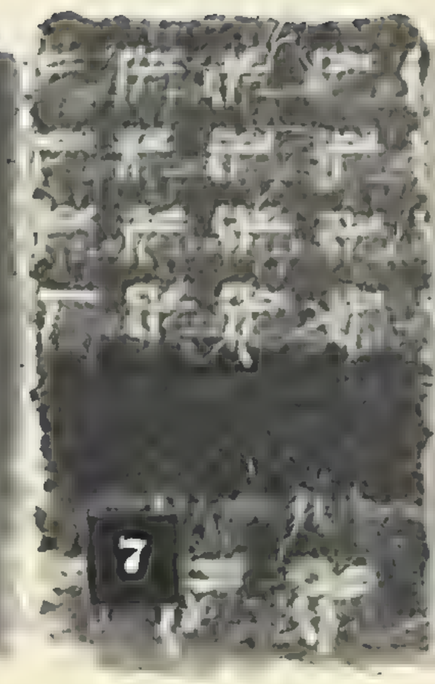
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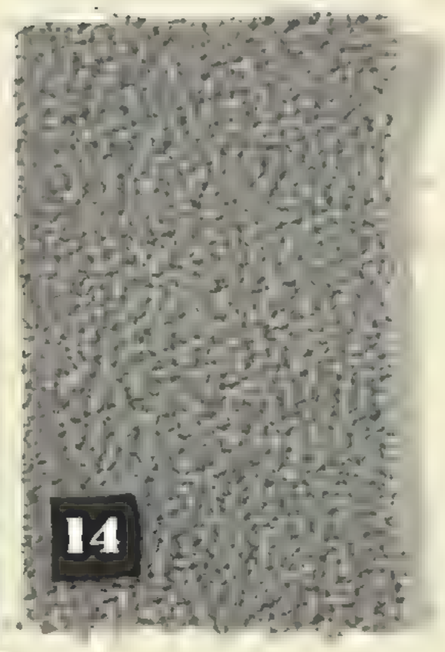
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THE MARKET BASKET

Newsworthy merchandise bound to arouse customer interest

Gladys Royton, who has had long years of cosmetic experience, and who is now connected with the Svea Britzelle beauty salon at 379 Fifth Avenue, is going into wholesale distribution of her products. There is a complete line of treatment preparations for every type of skin, as well as make-up, all beautifully packaged. Our fancy was taken by her Clover Wine astringent, which contains real wine!

A novel gilet in the *trompe l'œil* tradition is this one by Sybil Wilson, 225 Fifth Avenue. When not worn, it's simply a long flat piece of foulard, cut into a deep V at one end, and squared at the other.

To put it on, so that it looks like the photograph, the two ends formed by the V are wrapped around the neck, turned over each other Ascot-wise, and tucked into the V in front. And presto! there is an easy-to-acquire formal blouse effect!

Adaptations with identical motifs of the antique Peruvian jewellery Mme. Rubinstein brought back from South America are introduced by Silson. Here are: a necklace of angels' heads and hands; a bracelet of little men; and a Key to Heaven pin! Annex them to a South American promotion.

Sweaters de luxe, with intricate patterns and unusual yarns, are knitted by Mme. Nadine Roichel and her personally-trained staff. The first we show is a wide check in a tweed pattern; the second is knitted of linen thread, in pastel stripes. Mme. Roichel is at the Hotel Pierre, 61st St. and Fifth Ave.

New dress shields by Hickory have special features which make important promotable news for your notion department.

First of all, there's an exciting "merchandise-moving" innovation in the package: it's gay and colourful, pointed up by a smart colour photograph illustrating how the shields are attached.

The shields, lined with sheer chiffon latex, are odour-resistant, colour-fast, and so durable that they're boilable! N. B.: the permanently attached pins won't turn or twist—hence the name "Pin-Easy".

COLOUR COORDINATIONS

Use this information to aid in intelligent autumn buying

Color Affiliates

An all-star cast of autumn forest colours has been selected by Color Affiliates. Each colour is deep and rich, important for its beauty and fashion authenticity. Accessory colours are rust, dark grey, navy-blue, dark brown, dark green, and dark bluish plum.

S. Stroock has added fabric news by creating "special" colours to contrast with the accessories, such as: teal-blue fabric with rust accessories; bright tomato red with dark grey; bright "sparkling" wine with navy-blue; a violet tone with brown; rust with green; and a soft greyed-green with the bluish plum accessories. Color Affiliates are:

ELIZABETH ARDEN, cosmetics...G. HOWARD HODGE, hats ...KISLAV, gloves...KORET, hand-bags...PALTER DE LISO, shoes ...DELMAN, shoes...S. STROOCK, fabrics.

Matched Accessory Guild, Inc.

Four distinctive colours have been selected by the Matched Accessory Guild members for early autumn promotion. Totally unlike the sharp, signal colours that have been rampant in accessory lines during the past season, these colours are soft, subtle and akin to one another. They were selected so that two or more may be worn together with perfect colour-harmony.

Colours are: autumn green, a mellow blue, a rich wine, and a soft fur-brown. The members of the Matched Accessory Guild are:

BACMO-POSTMAN CORP., gloves...BETMAR HATS, INC.... LEO GLASS, costume jewellery...GOLDSMITH BROS., hand-bags... SCHAFFER, belts.

Color Connoisseurs

Small and new—this recently organized group of hat and glove manufacturers presents its first matched-colour promotion to the retail stores. Colours are: Promenade green; Winterberry red; Cardinal red; Cadet blue. Colour Connoisseurs are:

DUNLAP, hats...KNOX, hats...LOUIS MEYERS & SON, gloves.

Colordination Group

The monotone ensemble with identically matched accessories has become increasingly popular. It is interesting to note that you can now promote this fashion with a guarantee of colour accuracy. The Colordinators bring you their new two-colour theme featuring tones of blue and brown. Members are:

LEO GLASS, jewellery...CHARLES LANG, CHARLES COOPER, afternoon and evening costumes...PHILIP MANGONE, coats and suits...LOUIS MEYERS & SON, gloves...PICHEL, hand-bags...SCHAFFER, belts...SCHWARTZ AND BENJAMIN, shoes...VOGUE HATS (GARFUNKEL MAKERS).

PROMOTIONS OF THE FORTNIGHT

Ideas that will inject a lively splash into your midsummer promotions

VOGUE SAYS: "CHIFFON HOODWINKS HEAT."

Chiffon joins the day-shift, following in the path of other fabrics which have made fashion news by carving for themselves a niche in a different category. And for its day in the sun, chiffon takes with it all the points that continue to make it a star by night (see pages 60 and 61 for new evening chiffons).

Cool, graceful, ageless, it intrepidly adapts itself to daytime wear. Pages 32 and 33 show you how very smart it can be—with long sleeves, rows of tucking, bold plaids. Display your day and evening chiffon dresses and write on your background, capped by a "Vogue says", the summing-up acrostic you'll find on page 33. This is good, stimulating news, fashion promotion departments! Make the most of it!

CHIFFON
Has fashion value
Invites attention
Faces heat unflinchingly
Flatters — and sells
Ornaments window displays
Never fails you

VOGUE SAYS: "WOMEN DRESS *FOR* MEN."

Removing the inconsistencies—and the asterisks—from what men think about women's clothes generally doesn't leave very much to go on. Even so, Vogue has bravely tackled the problem—and we think you should too! Women dress for men (foregone conclusion); you want to sell clothes to women (also foregone conclusion); so-o-o a fashion promotion from the masculine point of view would seem to be a smart move!

In this issue there are ten pages devoted to what men (four men and a boy, to be exact) consider Good and Bad. And we think you might pick up where we leave off. Fashion shows to which men (generally husbands of customers) are invited have been a howling success. And they sell clothes—to those men's wives!

And why not do this, too? Select a local hero—athlete, tycoon, actor—get him to pick what he likes from your merchandise, and feature his choice in window-displays, with blow-ups of pictures of him in characteristic poses. Grand psychological coup; grand midsummer invigorator. And we think you'll have fun!

VOGUE SAYS: "SHIRT-WAIST DRESSES ARE SUMMER RELIABLES."

Summer reliables—imperative classics! Don't let them speak for themselves—talk for them! Sky-rocket your summer sales with a hit-the-nail-on-the-head promotion of accessories and ready-to-wear that has all the snap and sputter of a fire-cracker.

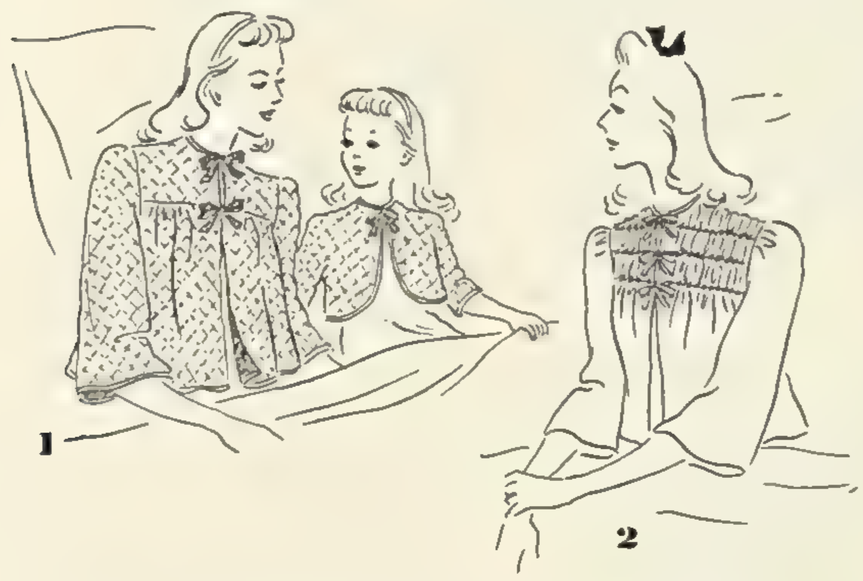
Pages 44 and 45 are a potpourri of clothes—the kind that impel your customers to say: "That's just what I need to get me through the summer". Necklace pepper-upper; wear-over-everything top-coat; fresh and glamourous hat; casual dinner dress. These are the stuff of which midsummer promotions are made!

Our suggestion for a window-display is this: We've always wanted to see a window based on the resting-boards that actresses lean against, when they don't want to muss their costumes. Let your mannequins recline against them—and write across the top of each one a selling "Vogue says" quotation. Select the ones you want from page VIII.

PRETTY COLD-WAIVERS

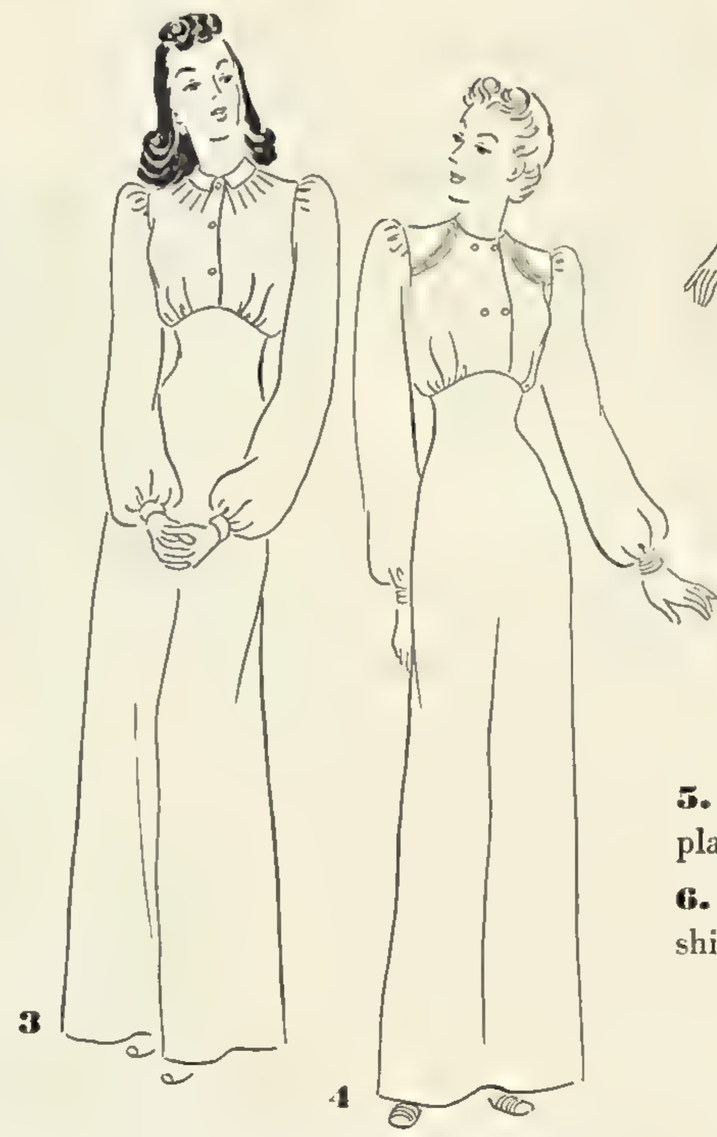
Warmth and prettiness are chief points in next winter's knitted underwear.

In style, in colour, and in details, there's news in the underwear market for next winter. In style: more simple, tailored gowns; many more bed-jackets. In colour: a blaze of fireman-red; blue hits a new high. And in details: the tuck-stitch, formerly an old-ladies' monopoly, now appears in young-looking styles. Stitching is more decorative; printing on knitted materials continues.



1. Mother-and-daughter bed-jackets of quilted brushed rayon. Contrasting lining. Carter.

2. New appeal in tuck-stitch, contrasting feather-stitching, ribbon ties. Munsingwear.



3. Tailored gown with tie back, tucked yoke in four shades of brushed rayon. Kayser.

4. Another tie-back brushed rayon gown with contrasting angora trimming. From Kayser.

5. Fireman-red pyjamas with ribbed jacket, plain trousers. Ribbon binding. Vanity Fair.

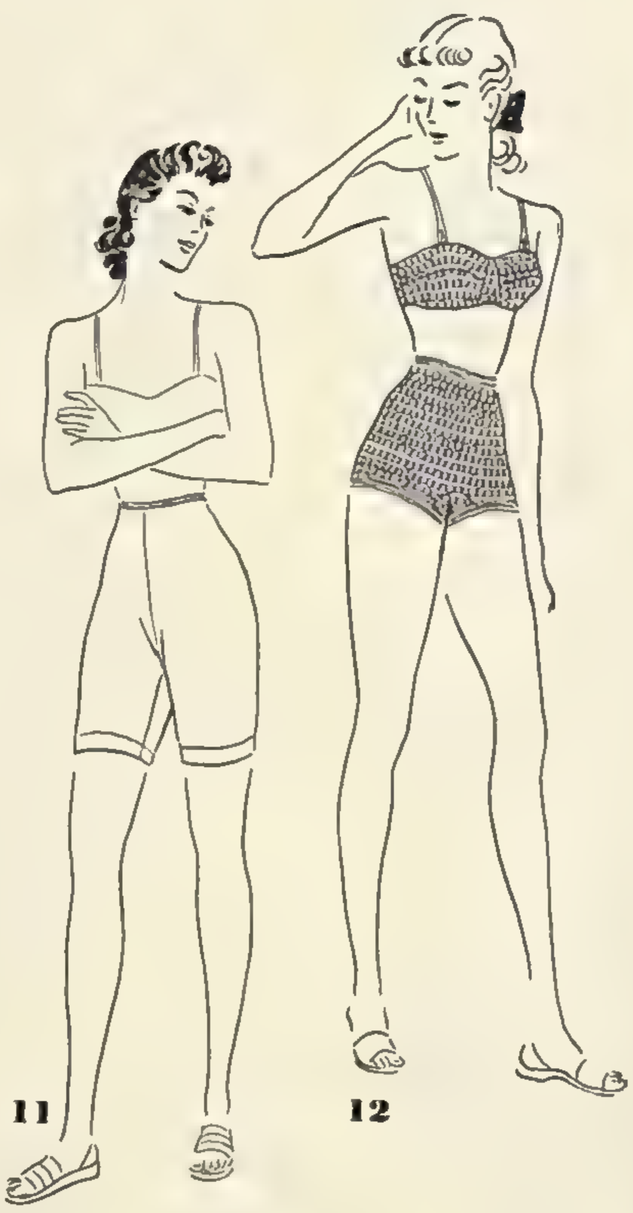
6. Brushed rayon with feather-stitching and shirring at waist and shoulder. From Luxite.

7. Ribbed red tuck-in shirt with long or short pants for skiing or skating. Vanity Fair.

8. Knitted combination of rabbit's-wool with fitted waist-line and divided crotch. Western.

9. Simplicity and style in this brushed rayon gown with pin tucks, fly front. Munsingwear.

10. Polka-dotted brushed rayon gown. White cord trims the neck and cuffs. From Carter.



11. Well-cut pantie made of non-run tricot-knitted rayon. In three lengths. Sil-O-Ette.

12. New printed design in this brief knitted rayon pantie and bra. Elastic cuffs. Luxite.

NEWS FROM STORES

Fresh slants on old problems— new ideas which bring new sales

The pause—to bring better sales

No doubt about it. Often that cross feeling spoils many a sale which would be profitable to the store and pleasing to the customer. What the customer needs is a pause in the day's occupation. Preferably with something cold—or something hot.

All this is the reason for the growth of Coca-Cola and milk bars in department stores and specialty shops. Now there are many milk dispensers giving children their vitamins and calcium along with their clothes, in children's departments. HIMELHOCH in Detroit has found that afternoon tea served from an attractive tea service brings gratitude, and sales, from customers in their women's dress department.

This recess for refreshment rests and relaxes customers, and they buy with renewed vigour. Most sales helps are *added* expenses. But refreshments themselves sometimes can be a source of revenue.

It's all quite Cricket

CRICKET WEST (appealing name!) is a small shop in the residential section of Kansas City. This shop has built the entire plot of its sales story around a clever young heroine. Her name is Virginia Burns, and she has been developed as a designer and stylist—and Personality. Miss Burns's very attractive face has been copied for the shop's mannequins by Jean Spadea, and these models wear clothes of Miss Burns's choosing. All this personalized merchandise wears the label "A Virginia Burns Original."

Besides this unusual planning of merchandise around one very definite and attractive personality, this shop, in its two-year life, has shown very precocious ideas about displays. One of these had to prove the transparency of sheer stockings. They filled a glass leg with water, stocked it with live goldfish, slipped over it a two-thread stocking and gartered it with a string of beads. Traffic-stopper!

This small shop believes in special services, too. For instance: to cultivate the high-school trade, Cricket West hired a yellow cab and had it gaily painted with typical high-school symbols. Each school group could arrange for it by appointment. And with an older girl to act as chauffeur, the girls could use the car for their rushing season. This naturally resulted in a lot of good will and publicity.

Wedding of the Painted Dolls

The Bridal Salon (mushrooming in good stores all over the country) now finds itself doing practically everything for the wedding, including baking the cake. THE DENVER DRY GOODS COMPANY, Denver, has an amusing method of planning the actual marriage ceremony, and of showing the prospective bride just what clothes are best for herself and her wedding party, in relation to the type of ceremony she is to have. This store has in its Bridal Salon a group of six-inch dolls, each one dressed as a member of the wedding party, including the minister (who just wears his little old last year's cassock).

The Bridal Consultant demonstrates the way a wedding party should form, the correct order of leaving the church, and just what sort of costumes look best for the variations in formality. Home weddings are illustrated, too, with the dolls.

Have you a good plot?

You need a theme. It's just like building a musical comedy, or plotting a novel, or maintaining a store policy. You need a theme—for fashion shows too. When they're made of sturdy stuff: of plans and a central thought, they produce sales throughout the store.

YOUNKER BROTHERS, of Des Moines, have made their fashion shows give a good account of themselves by carrying out a real idea and keying this idea to the promotional activities of the whole store. Younker Brothers have a store-wide promotion at the beginning of a season which includes window, advertising and department displays. And then a fashion show is set in their tearoom which carries out the identical theme of the store promotions. So the customer doesn't just see a hat, or a dress, or a bag, that she likes. She sees an entire costume, or even wardrobe. And the well-organized show enlarges not only her fashion scope, but her actual fashion purchases.

Mirror, mirror on the wall

Stock space in a small shop is always scarce and precious. FLORENCE TARRSON, Chicago, has found a unique and attractive way to solve this problem. She has built stock cabinets between each window of her shop, giving each window a recessed, framed look. Mirrors face in the shop, at the front of each cabinet, and the door opens at the side, into the window. The stock space is easily, completely used, and at the same time, this gives the shop space for those needed mirrors.

"VOGUE SAYS" FOR JULY HEAT-WAVES

These four cards free: Write Vogue Merchandising Service, 420 Lexington Ave.

Vogue says: "Denim requires no coddling." (For Sportswear Departments)

Vogue says: "Chiffon hoodwinks heat." (For all Fashion Departments)

Vogue says: "Summer standby—mat-white crêpe, dark-dotted." (Fashion Departments)

Vogue says: "Eau de Cologne is the dream refreshing agent." (For Cosmetic Departments)

Additional quotations not made up on cards.
Use them in advertising or make up your own cards.

Sportswear

Vogue says: "For America's hot-weather holidays—the scantiest of swimming suits."
Vogue says: "Wear a long cover-up jersey with your bathing-suit."
Vogue says: "Have a long-torso white jacket."
Vogue says: "Red-and-white—this summer's hallmark."
Vogue says: "Wear neat knee-length shorts."
Vogue says: "White cotton gabardine—good for your tennis."
Vogue says: "Red-dotted cotton piqué for country dwellers, or week-enders."
Vogue says: "Lounge on your terrace in pyjamas."
Vogue says: "The little knitted dress—you pack it without a qualm."
Vogue says: "Slacks—newly worn for motoring."
Vogue says: "When the sun blazes, wear a hood."

Ready-to-Wear

Vogue says: "White cotton piqué evening dress—standby for moonlight and dancing."
Vogue says: "Not one, but *three* cotton evening dresses."
Vogue says: "You need a go-everywhere printed dress."
Vogue says: "Go to dinner in a dress with the new dolman sleeves."
Vogue says: "You'll look cool—you'll feel cool—if you wear white jersey."
Vogue says: "Dance at the country club in bare-waisted bolero and skirt."
Vogue says: "Chiffon flatters the young, and less-young."
Vogue says: "White mousseline evening clothes—full and flowing."
Vogue says: "Chiffons make a summer."
Vogue says: "Breeze-weight black chiffon for a dress and jacket."
Vogue says: "You need three 'little dresses'—one in the laundry, one on your back, one in the closet."
Vogue says: "Glacial white piqué for a halter-neck dress."

Millinery—Accessories

Vogue says: "Rose-laden bonnets for summer."
Vogue says: "Gear your hat to your pompadour."
Vogue says: "Wear a tilted felt hat."
Vogue says: "Beige straw wagon-wheel hats for summer."
Vogue says: "Basket-bonnets follow lines significant for autumn."
Vogue says: "Huge flower-printed cartwheels for summer."
Vogue says: "Summer accessories, like coloured spot-lights, point you out."
Vogue says: "Summer accessories play brilliantly against quiet-coloured clothes."

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PAULETTE GODDARD *in Paramount's* "THE GHOST BREAKERS"

Looking for New Beauty?

TRY PAN-CAKE MAKE-UP

When you look in your mirror, you'll hardly believe your own eyes for Pan-Cake Make-Up really seems to work a miracle in creating new beauty. It's become a sensation because...

- ★ ***It creates a new complexion by imparting a lovely, youthful-looking color tone***
- ★ ***It helps conceal tiny complexion faults***
- ★ ***It imparts a soft, smooth, cameo finish***
- ★ ***It stays on for hours without re-powdering.***

Originated by *Max Factor Hollywood* and introduced first in Technicolor pictures, Pan-Cake Make-Up is today's new make-up fashion.

Max Factor
★ HOLLYWOOD

"Camels couldn't be nicer... they're so mild and good-tasting!"

MRS. CLEMENT CLEVELAND III
of New York and Biarritz

"I lived in France for years . . ."

Mrs. Cleveland is a member of the family descended from the President of that name. Her father was United States Consul at Biarritz. So she attended French and English schools ...traveled extensively on the Continent...studied music in Paris...

"I love Chopin's waltzes . . ."

An accomplished pianist, her favorite composers are Chopin, Mozart, Debussy. "I still practise hour after hour...letting up frequently to enjoy a Camel. Aren't Camels the *grandest* cigarette—so mild and full of flavor!"

"Keeping house is such fun . . ."

She likes to ride, raise Scotties, dance at the St. Regis...but her real "love" is home life. In her Park Avenue apartment, her most cherished possessions include her piano...a collection of old Georgian silver . . . two signed Louis XV commodes...French cigarette boxes filled, of course, with Camels . . .

"Camels give me a pleasure all their own . . ."

"Anyone who knows me well," says Mrs. Cleveland, "knows that I smoke nothing but Camels. They're certainly milder—they burn so cool and mild, they never tire my taste. They have more flavor, too. Camels are *such* a good-tasting cigarette."

In recent laboratory tests, Camels burned 25% *slower* than the average of the 15 other of the largest-selling brands tested—slower than *any* of them. That means, on the average, a smoking *plus* equal to

5 EXTRA SMOKES PER PACK!

A few of the many other distinguished women who prefer Camel cigarettes:

Mrs. Nicholas Biddle, *Philadelphia*
Mrs. Gail Borden, *Chicago*
Mrs. Powell Cabot, *Boston*
Mrs. Thomas M. Carnegie, Jr., *Philadelphia*
Mrs. J. Gardner Coolidge 2ND, *Boston*
Mrs. Anthony J. Drexel 3RD, *Philadelphia*
Mrs. Alexander Cochrane Forbes, *New York*
Mrs. Malcolm E. McAlpin, *New Jersey*
Mrs. Nicholas Griffith Penniman III, *Baltimore*
Mrs. Rufus Paine Spalding III, *Pasadena*
Mrs. Oliver De Gray Vanderbilt III, *Cincinnati*
Mrs. Kiliaen M. Van Rensselaer, *New York*

Slower-burning Camels give you—

MORE PLEASURE PER PUFF
...MORE PUFFS PER PACK!

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EXTRA MILDNESS **EXTRA COOLNESS** **EXTRA FLAVOR**

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